

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LII.

NEW YORK, JULY 5, 1905.

No. 1.

The Indianapolis Star DELIVERS THE GOODS.

A letter from a prominent real estate firm.

CROOKSTON, Minn., June 3, 1905.

INDIANAPOLIS MORNING STAR, Indianapolis, Ind.

Dear Sir: It is only fair to state to you that we have got more replies in the way of inquiries from "ad." run by you than from any other advertisement which we have run. We have received more than 500 inquiries from this "ad.," while at the same time we run a \$300 "ad." in the *Chicago Inter Ocean*, *Indianapolis News*, *Des Moines Capital* and *Minneapolis Journal*, from which we never received one inquiry. This, in our opinion, shows us where our advertisements should be placed. You may depend upon us for some future business.

Yours very truly,

W. H. MORSE LAND CO.

By W. H. MORSE.

An unsolicited verification of the fact that THE INDIANAPOLIS STAR, as a paying advertising medium in the MIDDLE WEST, leads them all.

Eastern Representative:

C. J. BILLSON,

Tribune Building, NEW YORK.

Western Representative:

JOHN GLASS,

Boyce Building, CHICAGO.

MEDICAL BRIEF ADVERTISERS

declare that its world-wide circulation—built on merit—makes it

**THE BEST BY ANY TEST TO
REACH FAMILY DOCTORS . . .**

Manufacturers of
Robinson's Dyspepsia Cure
Robinson's Liver and Bile Beans
Robinson's Kidney Beans
Robinson's Stomach Beans
Robinson's Blood Beans
Robinson's Catarrh Beans
Robinson's Colic Beans
Robinson's Cough Beans
Robinson's Diarrhea Beans
Robinson's Dysentery Beans
Robinson's Eczema Beans
Robinson's Gout Beans
Robinson's Hay Fever Beans
Robinson's Indigestion Beans
Robinson's Itch Beans
Robinson's Jaundice Beans
Robinson's Malaria Beans
Robinson's Measles Beans
Robinson's Nausea Beans
Robinson's Pains Beans
Robinson's Rash Beans
Robinson's Scurvy Beans
Robinson's Skin Beans
Robinson's Stomach Beans
Robinson's Throat Beans
Robinson's Tooth Beans
Robinson's Ulcers Beans
Robinson's Venereal Beans
Robinson's Worm Beans
Robinson's Zoster Beans

ROBINSON-PETTET CO.,

Manufacturing Pharmacists.

Office and Laboratory.

No. 225 225 225 225 225 225

Patented 1900
Renewed 1905

Louisville, Ky.

Dec. 10, 1904.

Publishers "Medical Brief"

St. Louis, Mo.

Gentlemen:

After an experience as Advertisers for a number of years in the Medical Brief, we would say that we regard this Journal as an excellent medium for reaching especially the country Physicians. It brings up a number of inquiries about our preparations.

Very truly yours,
ROBINSON PETTET COMPANY.

R. P.

THE MEDICAL BRIEF

is read monthly by more

**FAMILY DOCTORS
THE WORLD OVER**

than any other medical journal extant.

MEDICAL BRIEF ADVERTISERS

are the best witnesses of this
and tell their own story . . .

**"Verdict of Advertisers," Sample copy and
rates for the asking.**

OFFICES:

9th and Olive Streets, St. Louis, Mo. Astor Court Building, New York.
Auckland House, Basinghall Avenue, London, E. C., England.

R.
V.S.2
1905

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LII.

NEW YORK, JULY 5, 1905.

NO. 1.

FORTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell.

TWENTY-SEVENTH PAPER.

In the Spring of the year 1871 I realized several new conditions, one of which was that on the 4th of July I should be thirty-three years old. I had been in business six years, commencing with no capital, and could see that I now had assets in hand to an amount somewhat exceeding the, to my mind, magnificent sum of one hundred thousand dollars. I remembered that at the time I left the New Hampshire farm, fifteen years before, it had been my ambition to acquire a fortune of \$10,000 and return and be a sort of farmer capitalist, the envy of all my neighbors. I did not then think it desirable to dress better than others, probably \$25 a year would provide for that item. To my mind cowhide boots were more serviceable than those made of calfskin, and therefore more desirable. I remember particularly that I did not approve of boots being blacked, except it might be for Sunday or on the occasion of going to a party; but I thought they should be greased—possibly almost every second day. I could go back now with much more than the \$10,000, originally aimed at, but it appeared that even before that sum had been put aside, one five times as great had been set up in its place, and before that second goal had been reached, it had begun to appear that the limit would have to be again multiplied by at least another five before the legitimate interest on the capital would equal the scale of expenditure, already reached, for what are known as living expenses.

But there were danger signals ahead. I did not sleep. There

was an unpromising flush upon the upper part of my cheeks, and an annoying cough. Work had been carried on under too much pressure. It was time to call a halt. During those six years there had scarcely been a waking moment when the thought was not on the business. In the stage or tram car, at the table, walking on the street or sitting in church, the mind was rarely engaged in consideration of any of its corporal surroundings, but was dealing with a possible form to be given to a new circular, or may be, an argument that might induce a fat contract from this patron or that. I hardly knew what went on in the world outside of the routine connected with my office. Time could not be spared to go to a railway station to meet a friend or see one depart. The office must be reached by eight o'clock, twenty minutes was time enough for luncheon and it would be six o'clock before it seemed possible to go to dinner, and it was fortunate if the evening was not devoted to completing the day's work. During those years two relatives, both dear to me, had died and, as I was not in attendance when the last obsequies were performed, I seemed hardly to take cognizance of their going or to realize that they had gone; and even now, a generation later, as I read their names and the dates of their departing engraved on a granite shaft, I seem to remember them as I had known them and to think of their stepping out as having taken place, without notice, at a moment when I happened to be thinking of something else or looking another way.

It might be that I had stamina enough to continue that sort of a life for another six years, and it

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was possible in that time I might accumulate money enough to make me absolutely rich in very truth; so much that it would require only a small percentage of my gains to erect a really gorgeous monument over my grave, which I should probably have caused to be prematurely opened to receive me. There was something delightful about a business success, and, to one of my moderate views, what I had accomplished seemed actually brilliant. Yet, to have a play hour now and then, without feeling that something was neglected; to see so much of relatives and friends as would not permit more of them to pass away before I realized that there was even danger of losing them; to take so much of recreation as would, perhaps, so quiet the nerves that sleep would come when the couch was sought at night; all these seemed on the whole to be rather worth while than otherwise, and one day I made a resolve that I would, that season, take a four months' vacation, leaving the office absolutely to be managed by my partner and the clerks and, further than that, I would from that time forth take an equally liberal allowance of rest until I should some day find that I could no longer afford it.

I often feel inclined to smile when I hear old men talk of the value of age and experience. They have their value doubtless but, to my mind, the age of ability for doing things is the early thirties. Is there not a significance in the fact that the great work our Savior came to perform was done, and he gone again from earth, before he had completed his thirty-third year of sojourn in the sight of men? It is probably the reputation that men early acquire, for character, enterprise and wisdom, that pushes them into places where they afterwards have opportunity—that was not open to them while younger—to do great and notable things. That the ability to do them is greater after thirty-three than it was before that age I do not believe. Alexander died at twenty-eight, Napoleon did no more brilliant

things after thirty-three than he had done before. At thirty-three I do not think his good sense would have allowed the march on Moscow. Lafayette was even under twenty when he brought his valuable services to Washington. De Toqueville was not far from thirty when he wrote his great work, "Democracy in America." Lord Byron had done his best work before the age of thirty-three; he died before he was thirty-eight. William Pitt was Prime Minister of England at the age of twenty-four. Can any one doubt that if Andrew Carnegie or Pierpont Morgan were seeking a manager of even their own great affairs they would give the preference to one like what they themselves were thirty-five years ago rather than to one more like what they know themselves to be to-day? Be the fact what it may, at the age of thirty-three I had brought about, in a business way, about all that it was ever permitted me to accomplish. What came afterwards followed from Mr. Kent's industry and the impetus the business had already gained. My advertising agency was more widely known than any other had ever been, and my own name so familiar to the public that I could scarcely mention it in a shop, or write it on a hotel register, that the inquiry was not immediate, "Are you the advertising agent?" At Harrigan & Hart's variety theater, which was as well known then as Weber and Field's is now, they had a picture of the Times Building, as a background, and our enormous sign, that crossed the entire front towards Franklin Square, stared the audience in the face with a persistency that delighted every one of our clerks who had money enough to buy a ticket; and this valuable advertising never cost us a penny. It may be that I looked younger than I was, for it was a common occurrence to have people, who came to see me on business, seem momentarily embarrassed or annoyed, and explain that they would wait to see my father.

It is a fact that from the time

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YES,—QUALITY OF CIRCULATION SHOULD BE CONSID- ERED

¶ There is lots of talk now-a-days about quantity of circulation. ¶ Some papers seem to be running a mad race to pile up figures to puzzle and mislead the advertiser, in their efforts to get quantity only. ¶ It is the wise advertiser who sifts the grain from the chaff and demands quality in circulation—**HOME CIRCULATION**—when placing contracts. ¶ The following high - grade, home, evening newspapers have absolutely the largest home circulations in their respective cities, thereby giving you quantity, combined with quality, of circulation. A good point to remember when making up lists for Fall advertising:

The Minneapolis Journal.

The Montreal Star.

The Baltimore News.

The Washington Star.

The Indianapolis News.

Special Representatives:

DAN A. CARROLL,
Tribune Building,
NEW YORK.



W. Y. PERRY,
Tribune Building,
CHICAGO.

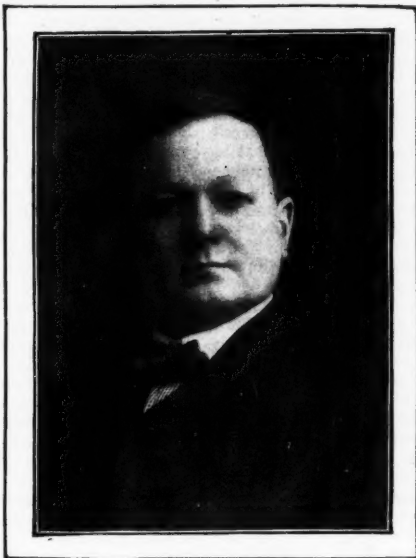
the four months' vacation out of every year was inaugurated, our business ceased to make material progress. Mr. Kent, my associate, was an insatiable worker but never attempted to originate new methods. His capacity for doing work himself led to a failure on his part to raise up about him men who were so well trained as to be competent to take his place when absent for an hour or a day. He was a most discouraging man to a young assistant—he could do so much work and do it so well. I have known him to go to a correspondence clerk, talk a moment about the possibility of clearing his desk of accumulations that had been permitted, listen to an assertion that it would take till midnight, or all day tomorrow, and then seen him assign the clerk some other matter, that would perhaps require an hour or two, and when that was completed, turn over to him his entire accumulation with everything answered, every estimate made and nothing left for the young man to do until something new presented itself. It was a great quality, that capacity for work, and Kent had it to a wonderful degree. In some lines of business it might have been our salvation, but I believe he and I would be richer men to-day had it been less highly developed in him. He was a good manager, an excellent, conservative business man. Had he been able to assign to others a larger share of the actual detail work and thus allowed himself more leisure, he would have had about him a better corps of assistants, and found more time to devote to his personal relations with customers and others, who might from time to time be so situated as to vastly appreciate a larger share of attention at his hands. I am not criticising him, only stating a conviction—God knows our connection was ever a blessing to me. He was my partner for more than thirty years, my friend from boyhood and, though not in recent years associated with me, I never think of him without affectionate and respectful regard.

It was not a very long time after the purchase of the John Hooper Advertising Agency, and entering upon the resolve to have a four months' vacation every year, that I made an attempt to introduce, in a restricted way, the profit sharing system with employees. I owned three-fourths of the business, Mr. Kent one-fourth. There were five men in the office who were in positions where it seemed possible they might become more useful, if greater possibilities of reward were open to them. These men were George H. Pierce, the bookkeeper; John A. Moore, the solicitor of advertisements; Nelson Chesman, editor of the Newspaper Directory; Theodore P. Roberts, the estimate clerk; and Elbridge Blaisdell, at that time manager of the *Last System*. I proposed that each should continue to draw the salary he was at the time receiving, and that whenever profits were withdrawn from the business it should be in sums of \$2,000 or in multiples of that sum, and that of the profits so drawn each of these men should receive one-twentieth or five per cent, the whole to be charged up to me, thus reducing my share of the earnings from three-fourths to one-half. Kent, with characteristic fairness, requested that his share be taxed in the proper proportion but this I did not allow. The scheme was talked over, everybody liked it and no one but myself stood to lose anything. A letter was written to each of the five setting forth the new conditions, and on the last day of the year, preceding the inauguration of the arrangement, the office paid for a sumptuous dinner, for the seven of us, at Delmonico's, then situated at the corner of Fourteenth street and Fifth Avenue. Speeches were made and the future seemed full of promise.

In actual operation the plan did not work well. Moore and Chesman always had done their level best and could do no better. Pierce and Blaisdell had never been quite satisfactory, and after the change, that almost made partners of them, they seemed to

(Continued on page 8.)

The Man Who Edits the National Daily...



ORA WILLIAMS,

Managing Editor of the *National Daily Review*.

WHILE primarily a newspaper for the family and home, the *NATIONAL DAILY REVIEW*, of Chicago, is masculine and vigorous in its editorial, business, advertising and circulation management, more men than women being actively engaged in its production, though it also numbers several of the brightest women in the country on its staff. Mr. Ora Williams, the managing editor, whose portrait we present this week, is splendidly qualified by natural talents and newspaper training for the position he so ably fills. He was formerly city editor of the *Des Moines Register*, managing editor of the *Sioux City Journal* and an editor of the *Omaha Bee*.

The *DAILY REVIEW* is gaining circulation rapidly in all parts of the country, both the rural and urban populations responding enthusiastically to the offer of a clean, complete daily paper for the American home, sold to the subscriber for \$1 a year by mail. It has as many men as women on its subscription lists. It is proving very popular on rural routes.

take kindly to that common idea, that prevails in the business world, that when something is added to the salary there should be a corresponding addition to privileges allowed, as well as a considerable reduction in the hours of labor. The year that followed the arrangement was not a very profitable one. The plan was continued; but for one reason or another the participants dropped out. Blaisdell went to be advertising manager for the Humphrey's Specific Medicine Company, and was responsible for the change of their motto to "The Mild Power Cures" instead of the original "The Mild Power Subdues," and was never able to see any incongruity in the altered phrase. Chesman had an ambition to conduct an advertising agency of his own and went to St. Louis for that purpose, establishing there the firm of Rowell & Chesman, in which I was for some years associated with him. Roberts was tempted, by a high salary, to go with the then rather new agency of Bates & Locke; and Bates used to relate that he did first rate for a little time, till one day when he seemed to have a visit from about everybody in my office, each one of whom exhibited a new \$1,000 greenback; and that always after that Roberts seemed discouraged. The explanation was that there was a \$20,000 division of profits made shortly after Roberts left, whereby each of the beneficiaries under the five per cent arrangement received a thousand dollars, but Roberts, by going away, had terminated his right to participate. Finally Pierce went to Maine, to be for some years with Mr. E. C. Allen, the founder of the publishing business of Augusta. Moore died and the division of profits scheme came to an end. So far as I could see, it was at no time quite satisfactory to any one who participated in it, and it cost me a good many thousand dollars for which I received no compensation whatever.

Mr. Chesman is still living (1905), being the head of the well known and reliable advertising agency of Nelson Chesman & Co.

with branch offices in several cities; Blaisdell died a few years after going to Dr. Humphrey; Pierce at a later day returned to Boston and died in the service of J. Wesley Barber who had been his fellow clerk in the Congress street office in 1866.

Roberts was a well-spring of information about newspapers and advertising rates. He had the whole story in his head, and was a lightning calculator. It was useless to look at a rate card if Roberts was around, for he could give the information needed much sooner than the rate card could be consulted, and he was accurate. Furthermore he knew which publishers were influenced by their rate cards and which were superior to any such implement for impairing their right to do what they chose. He wrote a handsome hand, had a fluent command of language, both in speaking and writing, and was well liked by everybody. He could secure the attention of a negligent publisher if need be. To one such, who was remiss about sending vouchers, he once closed up a long letter with the sentence: "And finally, my dear sir, permit me to say, that it would be easier for a camel to ride into the Kingdom of Heaven on a velocipede, than for any one to find a late copy of your paper in the City of New York."

Roberts and Pierce had both married, while in my employ, the wives being sisters, belonging to a family originally from one of the Southern States. Roberts had become rather dissatisfied with his position, and possibly had acquired the opinion that the office could not get along without him. When any man has that impression, in any position, it is time for him to control the business or to get out. If he did have the idea suggested he was not alone in it, for I am satisfied it was concurred in by quite a number of people both in and out of the office. It was on that account, mainly, that I was more than willing to allow him to go, and told my friend Bates that I not only would not stand in the way of his accepting the handsome salary Bates proposed to give; but

that I would have no feeling against Bates for taking my best man from me. And so he went, and there was curiosity in the office and out of it, to see whom we should select to fill his place. I was well aware that there was no man alive who could fully fill it to the satisfaction of everybody, but I kept my own counsel, and a few days later, when Roberts came into the office, I asked him if he would like to meet his successor. I could see by his expression, more than by his answer, that that was just exactly what he would very much like to do. I took him, therefore, to the place where his desk had stood so long, where he now saw no desk at all, but a bookcase, filled with office Directories and that sort of literature. We never did have a successor to Roberts, and notwithstanding his very valuable qualities, were almost able to say, when he had been three months away, that we did not particularly miss him. He came with me again, some years later, but did not remain many months. I always like to meet and talk with him. He is now, and has been for some years, established in Chicago; where he is recognized and has a very good standing as an advertising agent; although, perhaps, few persons in the business fail to be aware that he is, in fact, the salaried representative of the great mail-order house of Sears, Roebuck & Co.

QUEBEC, Can., June 15, 1905.

Editor of PRINTERS' INK:

I am writing you to say how much I have enjoyed the "Forty Years of Advertising" in PRINTERS' INK, and hope when finished you will publish in book form, and I hereby, subscribe for one in the first edition, for I am sure there will be several.

WM. W. HENRY,
American Consul.

R. S. BRIGHAM,
Street Car Advertising.

TOPEKA, Kan., June 20, 1905.

Editor of PRINTERS' INK:

I do not propose to stop your mighty bright publication, to which I have been a subscriber for many years, when the Rowell articles stop, but there will be something missing all right—something that it will be hard to replace. May it be many a long week before this delightful series reaches its end. Very truly,
R. S. BRIGHAM.

ROWELL's American Newspaper Directory has long been the standard authority, and the number for 1905, which has just appeared, is distinguished by a particularly scrupulous and rigorous application of the high principles of independence which have ruled the preparation of this valuable periodical. The direction of the current issue came within the special charge of Mr. Charles J. Zingg, manager for the Printers' Ink Publishing Company, who are the publishers of the Directory. He undertook the work with distinct and positive conceptions of his own as to the ideal which should be enforced, and he has executed it with a fidelity and ability which compel admiration. The fundamental thought is a publication conducted absolutely on its merits alone, and this chart is faithfully followed. Rowell's Directory fills a most important place in the newspaper and advertising world, and its always high position is enhanced by the remarkable care and exactness with which its platform is carried out in the current number.—
Philadelphia Press, June 10, 1905.

*The German Weekly
of National Circulation*

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 152,062. Rate 35c.

THE GREATEST GAIN IN CHICAGO.

In the month of April, 1905, display advertising in THE CHICAGO RECORD-HERALD showed a gain over 1904 of

198 Columns and 169 Lines,

By far the greatest gain shown by any Chicago morning paper. The Chicago Daily News said on January 30, 1905, following a detailed report of its own circulation:

"With the single exception of The Chicago Record-Herald, no other Chicago newspaper makes a complete detailed publication of the actual sales of all its editions.

Circulation of THE CHICAGO RECORD-HERALD for January, February, March and April, 1905:

**Daily Average, 148,928
Sunday Average, 203,501**

Careful advertisers want facts not claims. They get the facts from THE RECORD-HERALD.

POST OFFICE REFORM.

AN INTERVIEW WITH THIRD ASSISTANT POSTMASTER-GENERAL MADDEN.

When the editor of *PRINTERS' INK* requested me to interview Mr. Edwin C. Madden, Third Assistant Postmaster-General, I felt that I might with some truth describe myself as a "war correspondent." Probably no paper in the United States has been more outspoken than *PRINTERS' INK*, in its criticism of the Postoffice Department; nevertheless General Madden (to use the title bestowed not only upon the Postmaster-General but also upon his chief aides, even unto the Third and Fourth Assistant) received me cordially in his office on the fifth floor of the Postoffice building at Washington.

THE MAN AND HIS WORK.

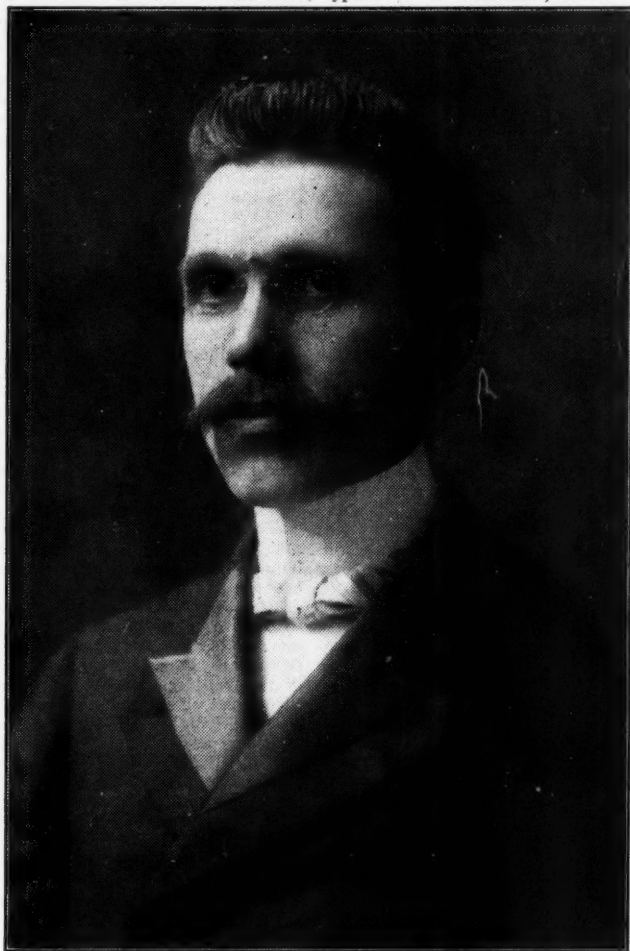
Edwin C. Madden is a Western man who may be forty, or possibly forty-five, years of age. He has occupied the office of Third Assistant Postmaster-General some six years, and he is responsible for a number of reforms made in the service in that time. When a newspaper man speaks of Mr. Madden as a reformer he usually has in mind the work that he has done in connection with the enforcement of the laws affecting second-class matter. But Mr. Madden's reforms are not limited to these. The little booklet containing a dozen two-cent stamps that one may buy at any postoffice for a quarter is one of his ideas. That extra cent has netted the Government, since the books were first issued in April, 1900, no less than a quarter of a million dollars. The privilege of mailing circulars or packages of merchandise without affixing stamps is also one of his reforms. Formerly a business man who had occasion to send out several thousand pamphlets or circulars had to affix a stamp to each separate envelope; now he may deliver the whole lot to the postoffice unstamped and pay the postage in cash; a saving of time both for him and for the postoffice, which is relieved of the necessity of canceling the stamps. The redemption of spoiled postal cards and the handy little book of postal information issued free by the Department are also Mr. Madden's ideas. The latter saves the De-

partment and postmasters an immense amount of correspondence, as it contains all the information that the average citizen is apt to require. One of Mr. Madden's latest reforms relate to stamped envelopes. These are supplied to postmasters in thousand lots and he is chaged with them at the "per thousand" price. But in selling them he often sells them one at a time, or in bunches of twenty-five. You can buy a thousand two-cent stamped envelopes for \$21.20, but purchased one at a time the same number would cost \$30. Postmasters have never, heretofore, been required to account to the Department for the profits resulting from the sale of single envelopes. They simply pocketed the difference, themselves, to offset—at least such was the theory on which the practice was based—the losses they might suffer through mistakes in selling stamps or making change. But Mr. Madden said: You mustn't make mistakes, or if you do you must stand the loss yourself. The money-order clerk is as liable to make mistakes as you are, and costlier ones, but he is not permitted to reimburse himself. All the money arising from the sale of stamped envelopes belongs to the Government and you must account for every penny of it. This reform it is believed will increase the revenues of the Department a hundred thousand dollars a year at least.

NOT DETERRED BY CRITICISM.

Before meeting Mr. Madden I had talked with publishers who are not in accord with his efforts to reform the practice of the Department regarding the admission of periodicals to the second-class rate; but while they were not sparing of their criticisms of "Madden's methods" not one of them had a word to say against the man himself. He has, as a matter of fact, nothing to gain by denying to any paper admission to the mails as second-class matter, except the satisfaction that every conscientious man feels in having done what he conceives to be his duty. Doubtless he would escape

a good deal of criticism if he was doing what ought to be done. more easy-going—more of a He has no respect for old- "good fellow"—like some of his established precedents that do not predecessors who passed pretty conform to what he believes to be much everything that applied for right. This quality seems to be admission to the second-class; typical of all reformers, whether



HON. EDWIN C. MADDEN, Third Assistant Postmaster-General.

but my belief is that Mr. Madden they serve the Church or State. is not apt to be deterred by criticism from pursuing the course he Savonarola possessed it; so did Roland Hill, the "father of penny has mapped out for himself so postage." Whether Mr. Mad- long as he believes that he is den's reforms will result in his

being burned at the stake, like the Italian, or pensioned by a grateful Government, like the Englishmen, time will tell.

**A STICKLER FOR EXACT PHRASE-
OLOGY.**

When I made known the object of my visit Mr. Madden said: "I shall be happy to give you all the information you desire but I don't want you to consider this an interview."

"But, General, an interview is precisely what I have come from New York to secure."

"Then I am sorry, but I make it a rule never to talk for publication. I have been so often misquoted that the best plan seems to be not to talk at all."

"I shall be glad to give you an opportunity to revise—" I began, but Mr. Madden, shaking his head said: "I could not take the time to revise it. I have a great many other things to do." With a gesture he directed my attention to his desk, piled high with papers. A clerk came into the room to submit some question requiring the personal attention of his chief. Mr. Madden disposed of the matter in a few hurried sentences and turned for a moment to his desk. He made some rapid corrections on a type-written sheet. One of these corrections he permitted me to see. He had changed the word "ambiguous" to "indefinite."

"You see," he said, "how with the best of intentions you might easily use an expression that I would not approve of. Let us talk if you like but please understand that I must not be held responsible for any expression that you may happen to use in your report of our conversation."

Let it be understood, therefore, that in what follows the phraseology is mine. I have tried to reproduce the substance of our conversation but it is possible that had Mr. Madden had the time to carefully revise my manuscript he might have altered some of the expressions I have used.

FAVORS REVISION OF LAWS.

"Do you think, General," I began, "that the present laws re-

garding second-class matter are as clear as they might be?"

Mr. Madden shook his head. "The laws relating to second-class matter," he said "were never plain laws. When the laws at present in force were passed they may have met the situation that then existed, but before they were five years old they were out of date. They are defective in leaving too much to be decided by interpretation. This ought not to be so. The laws ought to be expressed in language so clear that it would be possible for a publisher to determine for himself whether his publication is or is not second-class matter. They should, in my opinion, be so plain as not to require an expert to interpret them. It is the business of the Department to enforce the laws as they stand on the statute books, but it is often obliged, owing to the indefiniteness of the text, to decide questions which are so nicely balanced as to render a decision exceedingly difficult. I need not say that the desire of the Department is to do exact justice to all, but where the law itself is doubtful differences of opinion are inevitable. These differences of opinion have given rise to suits against the Department, and the decisions of the courts in these cases are gradually crystalizing the laws so that we may no longer be in doubt as to their meaning. A thorough revision of the laws themselves, however, is very desirable. I am heartily in favor of such a revision. If **PRINTERS' INK** or any other publication, can aid in effecting a reformation it should be done. An easily understood law relating to second-class matter would make the office of Third Assistant Postmaster-General a much more agreeable position than it is at present. No one regrets the disputes as to the meaning of the law, arising between publishers and this office, more than I do, but my duty is to enforce the laws as they stand. If they are inadequate the enforcement of them will make their deficiencies more evident, and will lead more quickly to revision. The

people, themselves, you must remember have, and have always had, in their own hands the power to remedy the defects in the existing laws."

HOW QUESTIONS OF CLASSIFICATION ARE SETTLED.

"Is it true, as has been sometimes stated, that the decision of a twelve hundred dollar clerk may deprive a publication of the benefit of the second-class rate?"

"No, it is not true. There are some forty clerks employed in the Division of Classification whose duty it is to pass upon questions relating to the classification of mail matter. These questions are submitted by postmasters, publishers and the public generally, from all parts of the country, and the number of decisions made will average between three and five hundred a day. It is manifestly impossible for the Postmaster-General or myself to pass personally on all such questions in the first instance. You wouldn't expect the Secretary of the Treasury to pass personally on all questions affecting the rates of duty to be paid on imported goods. Appraisers are appointed for that purpose. When they err, or an importer believes that they are in error, he appeals from the decision. The right of appeal exists in the Postoffice Department just as it does in the Customs Service. I often reverse a ruling made in the Division of Classification before it is put into effect. The employees in the Division of Classification are not infallible. No man is. Appeals from my decisions are sometimes made to the Postmaster-General and from him to the District courts and from the District courts to the Supreme Court of the United States. It has been said that the decisions of the Department are sometimes arbitrary. They are in the sense that 'arbitrary' means: 'determinable as occasion arises—discretionary.' But they are not arbitrary if by arbitrary is meant 'capricious—uncontrolled by law—despotic.' The decisions of the Department are controlled by fixed principles. The employees

of the Division of Classification are familiar with those principles and apply them to the various cases that arise to the best of their judgment. Occasionally they make mistakes—all of us do—but mistakes are rare. There is an ever present temptation to decide in favor of a publisher rather than against him, because if the publisher gets a favorable decision the matter rests there, while, on the other hand, if the decision is against the publisher there is often a reconsideration or an appeal."

DEPARTMENT CRITIC SELDOM DISINTERESTED.

"The Department critic," continued Mr. Madden, "is seldom a disinterested party. A man's interests will almost invariably color his opinions. As between an officer of the Department who has no interest whatever in a publication and the publisher, himself, the opinion of the former as to whether the publication is entitled to second-class rates or not is more apt to be unbiased. The officer of the Department is guided solely by his sense of duty. He has nothing either to gain or lose by the admission of a periodical while, on the other hand, the very existence of the publisher's business often depends upon securing the benefit of the second-class rate. Please do not understand me as questioning the honesty of publishers whose opinions happen to differ from those entertained here. I have already admitted that honest differences of opinion may easily arise under the existing laws. No better proof of this could be desired than the fact that it takes a large force of experts to answer questions, which, with a clearly worded law, any man should be able to answer for himself."

ANNUAL DEFICIT MORE THAN TWELVE MILLION DOLLARS.

"Are you quite correct, General, in saying that an officer of the Department has nothing to gain or lose by the admission of a periodical to second-class rates. The annual deficit of the Post-

office Department will, it is estimated, amount this year to twelve million dollars."

"Probably more," said Mr. Madden.

"Is it not true that the ambition of every officer of the Department is to wipe out this deficit; to place the Department upon a self-supporting basis? Have you, yourself, not said time and time again that the Department loses money on every pound of second-class matter that it handles? Is not the constantly increasing deficit the principal cause of the Department's lively interest in the so-called abuse of the cent-a-pound rate? In other words, if there was no deficit would you be quite so particular as to the qualifications of the publications admitted to second-class rates?"

Mr. Madden can be playful at times (as when, in a recent address to the Chicago Trade Press Association he said, referring to the slow march of the reformation he inaugurated, that "it is better to reach home safely after dark than to arrive an hour earlier on a shutter"), but when he is in earnest there is no mistaking his zeal. He leaned forward in his chair, speaking rapidly, as is his habit, when the subject under discussion is one that he has very much at heart.

"The deficit (he said) has nothing to do with it. As Third Assistant Postmaster-General I am entrusted with the enforcement of the law regulating the admission of periodicals to the benefit of the second-class rate. The Department does lose money on every pound of second-class matter that it carries, but that fact neither increases nor diminishes my responsibility. If instead of losing money the Department made a profit on second-class matter my duty would be the same—namely, to enforce the law. The law is not as clear as it might be, but such as it is and according to my understanding of it I must enforce it. The fact that it has not always been enforced as it is at present must not weigh with me. It would be easier and

pleasanter to be 'a good fellow' and admit every pretence that bore a resemblance to a newspaper or periodical, but would I be acting honestly by the Government that employs me if I did so? I must get beneath the disguise and find out what the thing really is."

NOT UNMINDFUL OF PUBLISHERS' INTERESTS.

"I am not unmindful of the publishers' side of this question. The publishing industry is one of the largest in the country, and nothing is quite so destructive of progress and good business methods as unsettled conditions, particularly unsettled conditions in the postal service. There should be stability; and strange as it may seem to some of my critics, that is what I am working for—stability. My successor shall not be able, if I can help it, to undo what has been done; neither will he feel called upon to go further. *We are nailing the definitions down with judicial decisions.* Underlying the reform now going on is the central idea that each step of our progress shall be marked by a judicial decision or definite written rule, which shall become a sort of history of the Department, and be binding alike on both Post-office and publisher. When the whole of the law affecting the rights of periodicals shall have been passed upon, step by step, we shall have a collection of decisions that will stand for all time. The Department is pleased to have every ruling tested in the courts. Every decision, for or against us, is another boundary post marking the true meaning of the law."

STORY OF THE POSTAL REFORMATION.

"When did the present reform commence and what has been accomplished up to the present time?"

"July 17, 1901, is the date upon which what are known as the reform orders were issued. These regulations neither altered, amended nor modified the law, but they set forth the Department's understanding of the law and made clear our purpose to enforce it properly. Publishers of

periodicals that were being carried at the cent-a-pound rate, but which it was believed were not rightfully entitled to that privilege, were notified to show cause why they should not be excluded from the second class. As is the custom of the Department each publisher was given ample opportunity to be heard in his own behalf. Those that were able to make out a good case were not disturbed; others, whose publications did not in the opinion of the Department possess the requisite qualifications, were subsequently notified that the certificate entitling them to transmission in the mails at the second-class rates would be canceled. It was expected that those unfavorably affected by the reform movement would use every means within their power to check or defeat it; that intrigue and influence would be resorted to, and that the power of the courts would be invoked in an effort to stay the reformation. All these things happened, but in spite of them we have progressed steadily, if slowly, towards our goal. The task was much like what the late Thomas B. Reed described as 'crowding an oak back into an acorn.' Many abuses of the second-class privilege had become so firmly entrenched by usage, though without any justification in law, that to disturb them seemed to some to threaten the foundations of the second-class privilege itself. Such was never the intention of the Department. The aim has been to avoid, to the greatest degree possible, extremes.

"Nobody has successfully shown as yet that this is a 'crank' reform. It cannot be justly said that the pendulum has swung too far the other way. What has been done has been done because it seemed clearly the right thing to do, and it should be remembered that we have done nothing for which the courts do not provide a remedy if we are in the wrong. It has been said that the Department pitches upon the little publications that cannot afford to defend themselves in court and lets

the big ones alone. That is not so. Our very first case affected one of the richest publishing houses in this country. They carried the case to the Supreme Court of the United States and the ruling of the Department was sustained, as it has been in nearly every case where an appeal to the courts has been made. There is now pending a case affecting mail-order journals. The leading publications of this class secured injunctions restraining the Department from excluding them from participation in the benefits of the second-class rates. Those injunctions while binding, so far as the particular publications at whose instance they were issued are concerned, do not restrain the Department from excluding a host of other mail-order journals, many of which would, in all probability, submit without a fight because unable to bear the cost of a prolonged contest in the courts. We might have excluded these long ago, compelling them either to go into court or to pay the third-class rate. But no such action was taken. They are, as a matter of fairness, being carried in the mails to-day at the cent-a-pound rate and will continue to be so carried until we have secured a judicial decision on which to base our action upon them as a class. Is there anything 'despotic' about that?

"It is often assumed that the revocation of a paper's certificate of entry as second-class matter excludes that particular publication from the mails forever. That is not so. Papers are sometimes excluded because they do not conform to the law in some one particular. But in such cases the publishers are given an opportunity to correct the irregularity before final action is taken. If afterward they eliminate the objectionable feature that led to their exclusion the Department will promptly reinstate them. It sometimes happens however that the success of a paper depends upon its ability to evade the law. When such a paper is excluded it usually remains out because there

would be no money in publishing it under law-abiding conditions.

THE FIVE GREAT ABUSES.

"It would be interesting," I said, "to know just what progress has been made in the reform work."

"It was found that the abuses fell naturally into five classes," said Mr. Madden. "Taking these up a class at a time we proceeded with the work of reformation. Every publisher was heard in his own behalf. When the decision of the Department was against him he, or some other publisher in the same class, appealed to the courts and the question was thrashed out there. Thus we secured a series of legal decisions on which to base our action. The first great abuse that we undertook to correct was that of books masquerading as periodicals. A number of publishers issued paper-covered books, each complete in itself, but dated and numbered consecutively so as to conform to the letter of the statute while violating it in spirit. The Department held that books were not periodicals and were therefore not entitled to the second-class rate. The publishers replied that their numbered and dated books were periodicals within the meaning of the law, that they had been carried for years at the second-class rate and that the Department was not justified in excluding them. The case was carried into court and on appeal of the publishers reached at last the Supreme Court of the United States which confirmed the ruling of the Department. We were thus enabled to exclude from the second-class many tons of books placing them in the third-class where they properly belong.

"The second great abuse to be corrected affected news-agents. News-agents, under the law, are entitled to the publisher's privilege of mailing periodicals at the cent-a-pound rate; but it was found that in the course of time they had secured for themselves a privilege which the publisher himself did not enjoy. It had become customary to permit news-

agents throughout the country to send back to the central agency at the pound rate unsold copies of publications. If the unsold copies were addressed to the publisher, for whom they were intended, they paid the rate charged on transient matter—four cents a pound. But by the mere device of addressing them to the central news agency they were carried at the cent-a-pound rate. The Department put an end to that and the news agents did not think it worth while to contest the matter in the courts.

ABUSE OF THE SAMPLE COPY PRIVILEGE.

"The third great abuse to be remedied was the abuse of the sample copy privilege. It was found that many papers possessing a very limited number of *bona fide* subscribers habitually mailed for advertising purposes, hundreds of thousands of copies to persons who were not subscribers at all, under the guise of 'sample' copies. It seemed to the Department that this was a clear evasion of that paragraph of the law which provides that a paper enjoying the second-class rate must not be issued primarily for advertising purposes, nor for free circulation nor for circulation at nominal rates. The law does not say how many subscribers a paper must have nor how many sample copies a publisher may send, hence the Department was obliged to make a ruling of its own in order to preserve a reasonable proportion between the number of papers sent to actual subscribers and the number that might be sent at the pound rate of postage to those who had not paid for the paper. It was held that a publisher might send out as many sample copies of each issue as he had *bona fide* subscribers, but this ruling was objected to by certain publishers and the matter was taken into court. The opinion of the Supreme Court of the District of Columbia delivered by Mr. Justice Anderson, is that the construction of the statute by the Postoffice Department is not only a reasonable interpretation of the

law but is also liberal to the publisher; for whenever the publication regularly circulates more copies free than copies paid for there is an irresistible inference that the publication is chiefly designed for free circulation.

"The fourth great abuse related to periodicals issued by private institutions of learning. Under a law passed in 1894 a certain limited class of publications issued by incorporated institutions of learning were granted the second-class privilege. These publications were issued mainly for the purpose of advertising educational institutions not organized for private gain, but the law was immediately seized upon by proprietors of business colleges and other private schools who saw in it an opportunity to secure the circulation of pamphlets advertising their own schools at the second-class rates. The Department was sure that to permit this would violate the spirit if not the letter of the law and made a ruling accordingly. A Chicago business college appealed from the ruling of the Department to the courts. The Department won the first suit and the original complainant did not carry the case beyond the Court of Appeals. A second suit was begun, however, by another complainant, and this suit has already been decided in favor of the Department, both in the Supreme Court of the District of Columbia and in the Court of Appeals. It is now to be carried to the Supreme Court of the United States, and on the outcome depends the permanency of this branch of the reform."

MAIL-ORDER PUBLICATIONS.

"The fifth and last great abuse that we are trying to correct is what is known as the advertising abuse and under this head there are a number of subdivisions. It includes the house organ, sometimes the mail-order publication, and all the various forms of deception under which publications issued primarily for advertising purposes seek to benefit by the second-class rates of postage. With this class we have done very

little as yet, the reason being that test cases are pending; and until they are settled, and the Department has a judicial decision on which to base its action, it is thought best to move slowly. The questions, among others, involved in the pending litigation, are those as to what constitutes a publication 'designed primarily for advertising purposes or for free circulation or for circulation at nominal rates.' These cases will soon be brought to trial and following the decision a definite plan for dealing with papers of this class will be determined upon and carried out. When this latter abuse is cleaned up, we shall undertake the work of cutting out the multitude of smaller things which have crept into the second-class, but which should, under the law, pay a higher rate."

RECENT RULING IN REGARD TO SUPPLEMENTS.

"Then your office has other reforms in contemplation, General?"

"Those that I have just described are the principal abuses that we are trying to correct. Nearly every flagrant abuse of the second-class privilege is apt to be included in one of the five classes named. The low rate granted to second-class matter is a continual temptation to give everything in print the semblance of a newspaper or periodical. It is the business of the Department to get beneath the disguises and to hold the privilege down to publications actually entitled to it. Legitimate newspapers and periodicals may feel assured that there is nothing in contemplation which is designed to affect them injuriously, or limit their lawful privileges."

"What about the recent order affecting supplements?"

"The order of April 10th of this year? No genuine supplement is affected by that order. The law in this case plainly states what the supplement must be. The added matter must in all cases be germane to the publication which it supplements, that is to say, matter supplied in order to complete that to which it is added or supplement-

ed.' It must appear in point of fact that the publication itself is incomplete without its supplement; it must also appear in point of fact that the function of the supplement is subsidiary and not independent or complete in itself; in other words, *that it requires both to make a complete copy of that issue.* By way of illustration: A newspaper having an article in relation to the Philippine Islands might properly have as a supplement a map of those islands; or having an article relating to a person or place, might have as a supplement a picture of that person or place; but a map of the Philippines, or a picture, enclosed as a gift to the subscriber and not performing the real function of a supplement, is an extraneous thing and not mailable at second-class rates.

"It is not sufficient for an alleged supplement to be given a notice in the main publication as a sort of hook upon which to hang something which is not a supplement in fact and which really has an independent purpose and function. That is to say, a merely colorable reference will not suffice; the connection must be real, not fictitious. By no reasonable interpretation of the law can such articles as calendars, cut-out pictures, lithographs, pamphlets, patterns, post-cards or sheets containing disks of soluble paint to be used in coloring outline drawings be held to be 'germane' to a newspaper or to be 'matter supplied in order to complete' what is left incomplete in the paper itself. The privilege accorded to a publisher to mail his newspaper at the subsidized second-class rate carries with it no right to that rate for any other matter than the newspaper itself and such supplemental matter as is really 'germane' and otherwise meets the requirement of law. Upon other matter sent in the mails the publisher must pay the same rate as any other citizen. The practice of adding things like those I have just mentioned to newspapers under the guise of 'supplements' is the outgrowth of modern com-

petition and no doubt the result of a desire to add to the attractiveness of the papers by such extraneous matter. That consideration, however, cannot justify the Department in accepting them at the privileged second-class rate provided by law only for the newspapers themselves. It is recognized that these practices do not originate in a purpose to defraud the Government of its lawful revenue; nevertheless, the utmost good faith must be observed by publishers availing themselves of the benefit of the privileged rate. In carrying on the reform work the legitimate newspaper or periodical must, for the good of all, yield something to the general rule necessary to be maintained in order to confine the privilege properly. This ruling affecting illegal supplements although made last April is not to be enforced until September 1st. Postmasters in the meantime have been instructed to notify all publishers in their respective cities of the ruling so that they may govern themselves accordingly."

"Will this ruling prevent newspaper publishers from inclosing with their publication what is known as the 'Sunday Magazine,' that is a supplement usually smaller than the newspaper page printed on a better quality of paper and bound in pamphlet form. Such supplements are often not printed by the newspaper itself but are purchased in quantities from concerns that make a business of supplying them to newspapers. How will the ruling affect such supplements?"

"The ruling as to supplements will not affect what you describe as the 'Sunday Magazine.'"

IS A FLAT RATE ON PRINTED MATTER POSSIBLE?

"Let me ask you one question more: Would not a flat rate on all printed matter do much towards simplifying matters."

"A simple classification, if it were possible," said Mr. Madden, "would be to cover all mail matter under three headings: letters, printed matter, merchandise. Then even a child would have no

difficulty in distinguishing between the several classes."

As I arose to go I said: "General, it would seem that the laws relating to second-class matter are badly in need of revision. It would also seem that with your long experience as Third Assistant Postmaster-General you ought to be well qualified to suggest such a law as would meet all the requirements of the case. May I ask why you have not done so?"

Mr. Madden leaned back in his chair. "Others have asked that same question before," he said. Then he added: "Do you know why Togo was successful?"

"Probably because the Japanese are better marksmen than the Russians."

"Also," commented Mr. Madden, "because Togo did not disclose his plans until the opportune moment had arrived."

CHAS. L. BENJAMIN.

ADVERTISING SCHOOLS.

By Joel Benton.

The teaching vocation, or business, has this trait peculiar to itself—which almost every other business lacks—it suspends activities for about one-third of the year. It is true that certain metropolitan churches shut their doors for a few weeks because the pew holders are away, and that lawyers and courts are quiescent in midsummer or at least in August. Most businesses, though, other than these, that are not small and special, are like Tennyson's brook—they go on without pause to rest.

Advertising has, therefore, a natural halt with schools, while with almost everything else it can be continued the year around. No time is entirely unfit, although certain months and seasons for advertising may be preferable to others, or at different times the style of publicity, and the space given to it, may well vary.

At the end of June all the corporate and private schools have closed doors and those responsible for conducting them should now put forth their presentments of plans and arrangements for the

new scholastic year when it opens in September. Fortunately for the country—in spite of the fact that the modern Seminary or Academy is not likely to make a great sum of money—there are scores of eminent schools which deserve all the patronage they can get. But the advance in quality during the last thirty years or more of the Public School in all our States, reduces the patronage that private or corporate schools can now draw upon or hope to secure.

All the more, therefore, is it a necessity to these institutions to have their claims attractively and fully set forth. In the columns of picked journals and magazines their advertising should certainly go, while circulars and catalogues are most valuable aids in supplementing and re-inforcing the newspaper and serial notices. As schools are not alike, and the towns in which they have been established have differing advantages for residents, or of attractiveness, the advertising should note these facts on behalf of the institution it describes.

Many parents, it must be remembered, feel that it is no small part of their children's education to be, for a time, outside of their home community, where they can learn the features of a new geographical and social environment and travel to and from it at least twice a year. This is so much the case that boys and girls of the very best families, who live in a town where there is a justly famous school, are often sent to a school fifty or more miles away, or to a distant State, to one not a particle better in itself, if it is as good, as the one they left at home.

The Middle States pupil, consequently, may go to New England and the Southern one may come North and *vice versa*, to attain this end. It is not only wise but quite necessary, on this account, for a school to commend itself to patrons far away, even if its largest patronage comes from places very near by. If each school has a good story to tell of itself, as it must and should have, it should carefully consider all its

points and not hide them under a bushel.

As one glances over the most of the classified school advertising, there is—it seems to me—not usually to be seen in it the differentiation that assuredly might be made in the claims that are emphasized. In other words, the advertisements read very nearly as monotonously as the page of daily paper "Wants." The school buildings' situation, the nature and elevation of the grounds, the space they cover, the scenic outlook and particularly the purity of the water and the general health statistics of the neighborhood, are among the matters that can be dwelt upon with drawing power.

If a school of long continuance can enumerate notable graduates, both of men and women, or of either class, who are now in spheres of large and visible activity, they might be referred to as the former patrons thereof, as well as evidences of the school's success.

If a school, too, has some special methods of instruction of its own—say the Quincy methods, more often heard of than thoroughly known by the public—this it would be well to at least cursorily explain. Where there is a Kindergarten department or a gymnasium or playgrounds worth specifying, some reference to such features will be sure to be read with interest.

But, whatever may be the elements of a school advertisement, let it have somewhere and somehow what will make it impressive and forceful. It is the belief that a reader will get that here is a really good school that will make the advertising of it fruitful in results. And its advertising ought to create that belief.

A NEW VARIETY.

A New York woman tells of an experience which she had recently in one of the large department stores. She was looking for some house furnishings, and, walking up to one of the floor-walkers, asked where she could see the candle-labra.

"All canned goods two counters to the left," answered the official guide, briefly.—*Harper's Weekly*.

CENSORSHIP IN GERMANY.

An American firm which spends a million a year in telling the public of its health-giving medicine has been told by Germany that if it advertises any more in that country it must condense its announcements down to a couple of inches. Recently these advertisers took a quarter of a single column in a German newspaper.

A few days after the advertisement appeared the publisher wrote to the advertisers, stating that he had been summoned and fined for "bombastic" advertising. No other advertiser occupied more than one or two inches of space, and one of the subscribers to the newspapers informed the local police that the quarter of a column—although it set forth the value of the medicine in terms of the strictest moderation—was offensive and irritating to the reader. The authorities did not in any way question the efficacy of the medicine; the sole objection was that an advertisement that occupied so large a space was offensive to the readers of Germany is extremely strict in its supervision of advertising. A patent medicine vendor is not permitted to announce the disease his wares are intended to cure. An asthma medicine, for instance, must not be presented as a remedy for the complaint. Only the general effect it may have upon the system can be set forth, and the reader must himself conclude for what particular ailment it is intended.—*Advertising, Chicago*.

PERSONALITY IN THEATER ADVERTISING.

This matter of dress is only one of the many subjects used by an actor-manager in Brooklyn to attract the public to his theater. A certain speech from this successful gentleman is part of every entertainment, and from time to time his remarks concern themselves with the wardrobe of his leading man. When he buys a new suit he announces the fact: "Mr. Blank has purchased a new and nobby suit in which he will walk on Fulton street from five to six P. M. next Thursday—weather permitting. But should you miss this free spectacle, you may see the costume, Mr. Blank inside, throughout the ensuing week, in 'East Lynne,' at the moderate expenditure of ten, twenty or thirty cents a seat." A favorite speech of this actor-manager is to figure out the exact sum a view of each actor costs his patrons. In long casts, thirty characters, for instance, the actors cost a cent apiece, while the ten-cent auditors get their view for a third of a cent an actor. He further invites his patrons to suggest plays to be revived, or any other little sociable advice they care to give. And the point is he interests every one who frequents his theater by personally attending to their suggestions. On Wednesday afternoons his wife receives mothers and babies on the stage after the matinee. These receptions are a favorite event in a certain highly respectable community.—*Gunter's Magazine*.

The Advertiser, or the Agent,

who is going to prepare lists and estimates for the Fall campaign will find Rowell's American Newspaper Directory for 1905 a mighty handy, practical and economical assistant. ¶ Over 23,000 newspapers, magazines and periodicals revised to date. ¶ If you estimate with Rowell's Directory, you estimate on the safe side. ¶ Send in your order NOW. ¶ Every advertising agent—every advertiser who spends as much as five hundred dollars a year in general advertising—every maker of material and supplies used in a publisher's office—and every firm who has occasional use for a partial or a complete list of newspapers, class papers and magazines published in the United States or Canada—ought to buy a copy of this Directory.

A descriptive booklet of the Directory will be mailed upon request.

Cloth and gold; over 1,500 pages. \$10 net cash, sent carriage paid upon receipt of price.

(Recognized Advertising Agents and Book dealers are entitled to a trade discount of 15 per cent.)

SEND ORDER AND MAKE CHECKS PAYABLE TO

CHAS. J. ZINGG, *Manager,*

The Printers' Ink Publishing Company,

10 Spruce Street (up stairs),

NEW YORK CITY.

A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Athens, Limestone Democrat, weekly. R. H. Walker, pub. Actual aver. first 5 mos. 1905, 1,032.

ARIZONA.

Phoenix, Republican. Daily average for 1904, 6,829. Chas. T. Logan Special Agency, N. Y.

ARKANSAS.

Fort Smith, Times, daily. In 1903 no issue less than 2,750. Actual average for October, November and December, 1904, 2,646.

CALIFORNIA.

Fresno, Evening Democrat. Average, 1904, 4,070; April, 1905, 5,195. Williams & Lawrence. N. Y. & Chicago.

Mountain View, Sign of the Times. Actual weekly average for 1904, 27,108.

San Francisco, Call, d'y and S'y. J. D. Spreckels. Actual daily average for year ending Dec., 1904, 62,222; Sunday, 5,945.

San Jose, Morning Mercury and Evening Herald. Average 1904, 10,578.

San Jose, Town and Country Journal, mo. W. G. Robinson Co. Average 1904, 9,125. May, 1905, 20,000.

COLORADO.

Denver, Clay's Review; weekly; Perry A. Clay. Actual average for 1904, 10,926.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1904, 44,577. Average for May, 1905, 46,342. Gain, 1,665.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Meriden, Morning Record and Republican. daily average for 1904, 7,559.

New Haven, Evening Register, daily. Actual av. for 1904, 12,612; Sunday, 11,107.

New London, Day, ev'g. Aver. 1904, 3,855. First 3 mos. 1905, 6,055. E. Katz, Spec. Ad. Agt. N. Y.

Norwalk, Evening Hour. Daily average year ending Dec., 1904, 2,217. April circ., as certified by Am'n Assn. Ad'rs, all returns deducted, 2,269.

Norwich, Bulletin, morning. Average for 1903, 4,982; for 1904, 5,350; now, 6,128.

Waterbury, Republican, d'y. Aver. for 1904, 5,770. La Cote & Maxwell Spec. Agents, N. Y.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1904, 11,460.

Wilmington, Morning News. Only morning paper in State. Three mos. end. Dec., 1904, 10,074.

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. Daily average for 1904, 55,562 (@).

GEORGIA.

Atlanta, Journal, d'y. Av. 1904, 48,622. May, 1905, 46,544. Sy. 46,820. Semi-weekly 55,985.

Atlanta, News. Actual daily average, 1904, 24,250. S. C. Beckwith, Sp. Ag. N. Y. & Chi.

Augusta, Chronicle. Only morning paper. 1904 average, daily 5,661; Sunday 7,450.

Nashville, Herald. Average for March, April and May, 1,875. Richest county in So. Georgia.

IDAHO.

Boise, Evening Capital News. Daily average 1904, 2,296; average February, 1905, 4,580. Actual circulation March 1, 1905, 4,815.

ILLINOIS.

Bunker Hill, Gazette-News, weekly. Average first 3 mos. 1905, 1,651. All home print.

Calro, Bulletin. Daily and Sunday average 1904, 1,945. April, 1905, 2,220.

Calro, Citizen. Daily Average 1904, 1,196, weekly, 1,127.

Champaign, News. First 3 mos. 1905, no issue of daily less than 2,900; weekly, 2,800.

Chicago, Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1904, 4,100 (@).

Chicago, Farmers' Voice and National Rural. Actual average, 1904, 25,052.


Chicago, Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1904, 12,750.

Chicago, Inland Printer. Actual average circulation for 1904, 18,812 (@).

Kewanee, Star-Courier. Av. for 1904, daily 2,290, w'y, 1,272. Daily, 1st 4 mos. '05, 2,202.

Peoria, Evening Journal, daily and Sunday. Scorn daily average for 1904, 12,522.

Chicago, Record-Herald. Average 1904, daily 145,761, Sunday 199,400. Average first four mos. 1905, daily 148,928, Sunday 208,501.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Peoria, Star, evenings and Sunday morning. Actual average for 1904, d'y 21,528, S'y 9,957.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '05, 12,618 (34). Sworn av. '04, 12,654. Smith & Thompson, Sp. Rep., N.Y. & Chicago.

Indianapolis, Star. Aver net sales 1904 (all returns and unsold copies deducted), 88,274.

Marion, Lender, daily. W. B. Westlake, pub. Actual average for year 1904, 5,655.

Muncie, Star. Average net sales 1904 (all returns and unsold copies deducted), 28,781.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1904, 22,815.

Richmond, Sun-Telegram. Sworn av. 1904, dy. 2,761.

South Bend, Tribune. Sworn daily average 1904, 6,559. Sworn av. for May, '05, 7,181.

Terre Haute, Star. Av. net sales 1904 (all returns and unsold copies deducted), 21,288.

LOUISIANA.

New Orleans, Item, official journal of the city. Av. cir. first five months 1905, 22,054.

New Orleans, The Southern Buck, official organ of Kikdom in La. and Miss. Av. '04, 4,815.

IOWA.

Davenport, Democrat and Leader. Largest gar. city circ'n. Sworn av. May, 1905, 7,890.

Davenport, Times. Daily av. 1904, 9,295. Daily av. May, 1905, 10,444. Cir. guar. greater than all other Davenport dailies combined.

Des Moines, Capital, daily. Lafayette Young publisher. Actual average sold 1904, 26,925. Present circulation over 20,000.

City circulation guaranteed largest in Des Moines. Carries more department store advertising than all other papers combined. Carries more advertising in six issues a week than any competitor in seven.

Des Moines, News, daily. Actual average for 1904, 42,620. B. D. Butler, N. Y. and Chicago.

Des Moines, Wallace & Farmer, wy. Est. 1879. Actual average for 1904, 86,811.

Muscatine, Journal. Daily av. 1904, 5,240. Tri-weekly 3,089, daily, March, 1905, 3,452.

Ottumwa, Courier. Daily average for first 4 mos. 1905, 5,484. Tri-weekly average for first 4 mos. 1905, 8,025.

Sioux City, Journal, daily. Average for 1904, sworn, 21,784. Av. for May, 1905, 24,240. Prints most news and most foreign and local advertising. Read in 80 per cent of the homes in city.

Sioux City, Tribune, Evening. Net sworn daily, average 1904, 20,678; Mar., 1905, 28,702.

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1904, dy. 2,068; wy. 5,291.

KANSAS.

Topeka, Western School Journal, educational monthly. Average for 1904, 7,808.

KENTUCKY.

Harrodsburg, Democrat. Best wy.; best sec. Ky.; best results to adv. Proven av. cir. 5,522.

Paducah, News-Democrat. Daily net av. 1903, 2,904. Year ending Dec. 31, 1904, 5,008.

Paducah, The Sun. Average for April, 1905 2,626.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,269, 641.

Bangor, Commercial. Average for 1904, daily 8,991, weekly 28,887.

Dover, Piscataquis Observer. Actual weekly average 1904, 1,918.


Leviston, Evening Journal, daily. Aver. for 1904, 7,524 (60), weekly 17,450 (60).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1904, 3,180.

Portland, Evening Express. Average for 1904, daily 12,166. Sunday Telegram, 8,476.

MARYLAND.

Baltimore, News, daily. Evening News Publishing Company. Average 1904, 53,784. For May, 1905, 62,216.


 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (60)(412). Boston's tea table paper. Largest amount of week day adv.

Boston, Post. Average for 1903, daily, 178,508; for 1904, 211,221. Boston Sunday Post, average for 1903, 169,421; for 1904, 177,664. Largest daily circulation for 1904 in all New England, whether morning or evening or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 20 cents per agate line, flat, run-off paper; Sunday rate, 18 cents per line. The best advertising propositions in New England.

Boston, Globe. Average for 1904, daily, 198,705. Sunday, 295,368. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

 The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Traveler. Est. 1824. Actual daily av. 1902, 75,252. In 1903, 76,666. For 1904, average daily circulation, 81,085 copies. Keys: Smith & Thompson, N. Y. and Chicago.

Springfield, Good Housekeeping, mo. Average first 5 mos. 1905, 208,420. No issue less than 200,000. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester, L'Opinion Publique, daily (60)(6). Paid average for 1904, 4,752.

MICHIGAN.

Grand Rapids, Evening Press dy. Average 1904, 44,807. Average 3 mos. 1905, 45,916.

Grand Rapids, Herald. Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Jackson, Press and Patriot. Actual daily average for 1904, 6,605. Av. May, 1905, 7,276.

Kalamazoo, Evening Telegraph. Last six mos. 1904, dy. 9,812. Dec. 10, 956, a. av. 9,511.

Kalamazoo, Gazette, d'y. Yr. end'g May, '05 10,802; May, 11,087. Largest circ'n by 4,500.

Saginaw. Courier-Herald, daily. Sunday. Average 1904, 10,388; May, 1905, 11,609.

Saginaw. Evening News, daily. Average for 1904, 14,816. May, 1905, 16,019.

Sault Ste. Marie. Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.

MINNESOTA.

Minneapolis. Svenska Amerikaniska Posten. Swan J. Turnblad, pub. 1904, 52,068.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1904, daily average, 87,927; last quarter of 1904 was 92,228; Sunday 71,221. Daily average for April, 1905, was 92,528 net; Sunday, 73,322.

CIRCULATION

The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 40,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1904, 56,814.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1904, 79,750. Actual average first six months 1905, 86,295.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, daily. Journal Printing Co. aver. for 1903, 57,039; 1904, 64,335; first 4 mos. 1905, 67,448; May, 1905, 67,280.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

St. Paul. Dispatch, d'y. Aver. 1904, 58,086. January, 1905, 59,501. ST. PAUL'S LEADING NEWSPAPER. W'y aver. 1904, 78,951.

St. Paul. News, daily. Actual average for 1904, 56,304. B. D. Butler, N. Y. and Chicago.

St. Paul. The Farmer, 2-mo. Rate, 35c. per line, with discounts. Circulation for year ending Dec., 1904, 88,487.

St. Paul. Volkszeitung. Actual average 1904, dy. 12,655, w'y. 28,637. Sonntagsblatt 25,640.

MISSISSIPPI.

Hattiesburg. Progress, ev'g. Av. d'y circ., y'r end'g Jan., 1905, 3,175. Pop. 14,000, and growing.

MISSOURI.

Clinton. Republican. W'y av. last 6 mos. 1904, 8,540. D'y. est. Apr., '04 av. last 6 mos. '04, 906.

Kansas City. Journal, d'y and w'y. Average for 1904, daily 64,114, weekly 199,890.

Kansas City. World, daily. Actual average for 1904, 61,478. B. D. Butler, N. Y. and Chicago.

St. Joseph. News and Press. Circ. (at 3 mos. 1905, 25,469. Smith & Thompson, East. Rep.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,486 (©). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1905, 63,588; average for 1903, 106,633; average for 1904, 104,750.

NEBRASKA.

Lincoln, Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,239. For March, 1905, 16,862. Only Nebraska paper that has the Guarantee Star.



Lincoln. Deutsch-Amerikan Farmer, weekly. Average year ending January, 1905, 146,347.

Lincoln. Freie Presse, weekly. Actual average for year ending January, 1905, 149,281.

Lincoln. Journal and News. Daily average 1904, 26,888; February, 1905, average, 28,055.

Omaha. Den Danske Pioneer, w'y. Sophus F. Nebel Pub. Co. Average for 1904, 81,628.

Omaha. News, daily. Actual average for 1904, 41,759. B. D. Butler, New York and Chicago.

NEW HAMPSHIRE.

Nashua. Telegraph, d'y. and w'y. Daily aver. for 6 mos. ending April 30th, '05, 8,286.

NEW JERSEY.

Camden. Daily Courier. Est. 1876. Net aver. circulation for 4 mos. end. Dec. 31, 1904, 8,687.

Jersey City. Evening Journal. Average for 1904, 21,106. First 3 mos. 1905, 22,639.

Newark. Evening News. Evening News Pub Co. Av. for April, 1905, 61,544.

NEW YORK.

Albany. Evening Journal. Daily average for 1904, 18,238. It's the leading paper.

Albany. Times-Union, every evening. Est. 1856. Av. for '04, \$0.487; Jan., Feb., & Mar., '05, \$5,594.

Batavia. News, evening. Average 1905, 6,457. Average 1904, 6,757.

Buffalo. Courier, morn. Av. 1904, Sunday 79,882; daily 50,940; Enquirer, even., 52,702.

Buffalo. Evening News. Daily average 1904, 88,457; March, 1905, 96,794.

Catskill. Recorder, weekly. Harry Hall, editor. Av. yr. end'g. May, '05, 8,718; May, 3,789.

Corning. Leader, evening. Average, 1904, 6,288. First quarter 1905, 6,425.

Cortland. Democrat, Fridays. Est. 1840. Aver. 1904, 2,296. Only Dem. paper in county.

Glens Falls. Morning Star. Average circulation, 1904, daily 3,392.

Mount Vernon. Daily Argus. Average 1904, 2,915. Westchester County's leading paper.

Newburgh. News, daily. Av. for 1904, 4,722. 3,000 more than all other Newb'gh papers combined.

New York City.

Army & Navy Journal, Est. 1863. Actual weekly average for 23 issues, 1904, 9,271 (©). Only Military paper awarded "Gold Marks."

Baker's Review monthly. W. R. Gregory Co., publishers. Actual average for 1904, 4,900.

Bensinger's magazine, family monthly. Bensinger Brothers, Average for 1904, 27,025, present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1904, 25,662 (©).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1904, 7,292.

Gaelic American, weekly. Actual average for 1904, 8,179; 23 weeks in 1905, 23,150.

Haberdsasher, mo. est. 1881. Actual average for 1904, 7,000. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1904, average issue, 17,500 (©). D. T. MALLETT, Pub., 323 Broadway.

Leslie's Weekly. Actual aver. year end. Aug. 1904, 69,077. Pres. av. over 55,000 weekly.

Leslie's Monthly Magazine, New York. Average circulation for 1903, 248,946.
Present average circulation 800,169.

Music Trade Review, music trade and art weekly. Average for 1904, 5,509.

National Provisioner, weekly. Packing houses, butchers, cotton seed oil, etc. 1904 av. cir. 6,801.

The People's Home Journal, 525,166 monthly Good Literature, 452,763 monthly, average circulations for 1904—all to paid-in-advance subscribers. F. M. Lupton, publisher.

Pocket List of Railroad Officials, gly. Railr'd & Transp. Av. 1903, 17,992; 1904, 19,547.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual weekly average for eleven months ending June 28, **15,769** copies.

The Wall Street Journal. Dow, Jones & Co. publishers. Daily average 1904, 11,085.

The World. Actual aver. for 1904, Morn., 302,885, Evening, 279,755. Sunday, 435,484.

Rochester, Case and Comment, mo. Law. Av. for 1904, 30,000; 5 years' average, 30,108.

Schenectady, Gazette, daily. A. N. Lacey. Actual average for 1903, 11,625, 1904, 12,574.

Syracuse, Evening Herald, daily. Herald Co. pub. Aver. 1904, daily 25,648, Sunday 39,161.

Utica, National Electrical Contractor, mo Average for 1904, 2,625.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,579.

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Actual daily aver. 1904, 6,143; Sunday, 8,408, semi-weekly, 4,496.

Raleigh, Biblical Recorder, weekly. Average 1903, 8,872. Average 1904, 9,756.

NORTH DAKOTA.

Grand Forks, Herald, dy. av. for yr. end. Feb. '04, 6,096. Will guar. 6,000 for yr. N. Dakota's BIGGEST DAILY. LaCoste & Maxwell, N.Y. Rep.

OHIO.

Akron, Beacon Journal. Average year ending April, 1905, 10,815. N. Y. 323 Temple Court.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1904, 79,460; Sunday 68,198. May, 1905, 84,962 daily; Sunday, 75,705.

Dayton, Herald, evening. Circ., 1904, 18,290. Largest in Dayton, paid at full rates.

Youngstown, Vindicator, D'y av. '04, 12,020. LaCoste & Maxwell, N.Y. & Chicago.

Zanesville, Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average for 1904, 5,170.

Zanesville, Times-Recorder. Sworn av. 1st 3 mos. 1905, 10,555. Guard'd double nearest competitor and 50% in excess combined competitors.

OKLAHOMA.

Guthrie, Oklahoma Farmer, weekly. Actual average 1904, 58,898.

OREGON.

Portland, Evening Telegram, dy. (ex. Sun.) Average circulation during 1904, 21,371.

Portland, Oregon Daily Journal. Actual average for May, 1905, 21,781; actual average during 1904, 16,204.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1904, 7,939. N. Y. office, 230 B'way. F. K. Northrup, Mgr.

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of May, 1905:

1	222,351	17	218,669
2	220,565	18	218,669
3	222,593	19	219,415
4	225,348	20	221,548
5	226,712	21	Sunday
6	228,706	22	219,533
7	Sunday	23	221,445
8	223,905	24	223,135
9	219,245	25	220,475
10	218,553	26	229,722
11	223,824	27	220,780
12	224,363	28	Sunday
13	227,936	29	221,216
14	Sunday	30	167,068
15	221,628	31	221,783
16	216,366		

Total for 27 days, 6,009,540 copies.

NFT AVERAGE FOR MAY.

222,579 copies per day

The BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. MCLEAN, Publisher.
PHILADELPHIA, June 3, 1905.
In Philadelphia nearly everybody reads the BULLETIN.

The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

MAY CIRCULATION

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of May, 1905:

1	163,856	17	163,131
2	164,435	18	162,790
3	163,348	19	160,445
4	165,810	20	168,569
5	163,608	21	Sunday
6	173,002	22	160,384
7	Sunday	23	170,888
8	167,024	24	168,193
9	164,867	25	171,107
10	163,453	26	167,875
11	192,609	27	186,503
12	170,150	28	Sunday
13	167,878	29	174,598
14	Sunday	30	160,443
15	162,737	31	167,393
16	162,636		

Total for 27 days 4,692,990 copies.

NFT AVERAGE FOR MAY.

166,407 copies per day

BARCLAY H. WARRINGTON, President.
PHILADELPHIA, June 3, 1905.

Harrisburg. Telegraph. Dy. *Sworn av., year end; May, 11,884; May, 12,658. Best in H'dg.*

Philadelphia. Confectioners' Journal, m'y. *av. 1904, 6,004; av. 1st 6 mos. 1905, 6,420 (C).*

Philadelphia. German Daily Gazette. *Aver. circulation 1904, daily 49,085. Sunday 37,395. Sworn statement. Cir. books open.*

Philadelphia. Press. *Daily average year ending Dec. 31, 1904, 115,242 net copies sold.*

Philadelphia. Farm Journal, monthly. *Wm. Atkinson Company, publishers. Average for 1904, 598,880. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:*

"Awarded June 25th, 1905, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of Advertising, to the Farm Journal, after a canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose 'as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.'"

Philadelphia. Sunday School Times, weekly. *Average for 1904, 92,518. Send for rates to The Religious Press Association, Philadelphia.*

Philadelphia. The Grocery World. *Actual average for 1904, 11,764.*

Pittsburg. Labor World, wy. *Ar. 1904, 22,618. Reaches best paid class of workmen in U.S.*

Pottsville. Evening Chronicle. *Official county organ. Daily average 1904, 6,767.*

West Chester. Local News, daily. *W. H. Hodgson. Average for 1904, 15,180.*

Williamsport. Grit. *America's Greatest Weekly. Ar. first 3 mos. 1905, 225,756. Smith & Thompson, Repr., New York and Chicago.*

York. Dispatch, daily. *Average for 1904, 8,974. Enters two-thirds of York homes.*

RHODE ISLAND.

Pawtucket. Evening Times. *Average for four months ending April 25th, 1905, 16,804.*

Providence. Daily Journal. *17,290 (C). Sunday, 20,446 (C). Evening Bulletin 27,356 average 1904. Providence Journal Co. pub.*

Westerly. Sun. Geo. H. Utter, pub. *Average 1904, 4,450. Only daily in So. Rhode Island.*

SOUTH CAROLINA.

Charleston. Evening Post. *Actual dy. aver. for first 3 months 1905 4,110. Apr. 4,458.*

Columbia. State. *Actual average for 1904, daily 8,164 copies. (C). per issue; semi-weekly 2,351. Sunday 9,417 (C). Act. aver. for first 3 months of 1905, daily 8,889; Sunday 10,428.*

The absolute correctness of the latest circulation rating accorded the Columbia State is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

TENNESSEE.

Chattanooga. Crabtree's Weekly Press. *Average April and May, 88,092.*

Knoxville. Journal and Tribune. *Daily average year ending Jan. 31, 1905, 15,060 (3). Weekly average 1904, 14,518.*

One of only three papers in the South, and only paper in East Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville. Sentinel. *Ar. '04, 11,482. Led nearest competitor for 11,000 in advertising, 64, 6 days vs. 7.*

Memphis. Commercial Appeal, daily. *Sunday, weekly. Average 1904, daily 22,965. Sunday 47,002, weekly 86,340, 1904. Smith & Thompson, Representatives N. Y. & Chicago.*

Nashville. Banner, daily. *Aver. for year 1903 18,772; for 1904, 20,708. Only Nashville daily eligible to Roll of Honor.*

TEXAS.

Denton. Record and Chronicle. *Daily av. 1904, 816. Weekly ar., 2,775. The daily and weekly reach nearly 80 per cent of the tax paying families of the county.*

El Paso. Herald. *Dy. av. 1904, 4,211; Dec., 1904, 4,455. Merchants' canvass showed Herald in 80 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.*

San Angelo. Standard, weekly. *Average for 1904, 2,909.*

VERMONT.

Barre. Times, daily. *F. E. Langley. Aver. 1904, 5,161.*

Burlington. Free Press. *Daily av. '05, 5,566. '04, 6,682. Largest city and State circulation. Examined by Assoc'n of American Advertisers.*

Burlington. Daily News, evening. *Actual daily average 1904, 6,018; last 6 mos., 6,625; last 3 mos., 7,024; last month, 7,347.*

Rutland. Herald. *Average 1904, 3,527. Average 3 months ending June 1, 1904, 4,181.*

VIRGINIA.

Norfolk. Dispatch, daily. *Circulation, 1904 9,100; Jan., 1905, 9,558; Feb., 10,648; March, 10,805.*

Richmond. News Leader, afternoons. *Actual daily average 1904, 28,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.*

Richmond. Times-Dispatch, morning. *Actual daily average year ending December, 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.*

WASHINGTON.

Seattle. Times. *Actual aver. circulation Oct., Nov. and Dec., 1904, 37,090 daily, 45,450 Sunday. By far largest daily and Sunday in State.*

Tacoma. News. *Daily average 5 months ending May 31, 16,827. Saturday issue, 17,495.*

Tacoma. Ledger. *Dy. av. 1904, 14,564; Sy., 18,475; w., 9,524. Aver. 4 mos. ending Jan. 31, 1905, Daily, 14,696; Sunday, 19,518.*

WEST VIRGINIA.

Parkersburg. Sentinel, daily. *R. E. Hornor, pub. Average for 1904, 2,320 (1904).*

Wheeling. News. *Daily paid circ., 11,517 (3). Sunday paid circ., 11,928 (3). For 12 months up to April 1, 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.*

WISCONSIN.

Milwaukee. Evening Wisconsin, d'y. *Ar. 1904, 26,201; May, 1905, 26,815 (C).*

Milwaukee. Journal, daily. *Journal Co., pub. Tr. end. May, 1905, 27,461. May, 1905, 40,752.*

Oshkosh. Northwestern, daily. *Average for 1904, 7,221. December, 1904, 7,426.*

Wisconsin Agriculturist. Racine, Wis. *Weekly. Estab. 1877. The only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Actual average for 1903, 28,181; for 1904, 27,254; for year ended March 30, 1905, 28,960. N. Y. Office, Temple Court, W. C. Richardson, Mgr.*

WYOMING.

Cheyenne. Tribune. *Actual daily average for 1904, 2,986.*



GUARANTEED



In the State of Wisconsin the Racine Wisconsin Agriculturist is the only newspaper which possesses the Guarantee Star, which signifies that the publishers of Rowell's American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the Wisconsin Agriculturist's statement, as given in the 1905 issue of the Directory.



BRITISH COLUMBIA.

Victoria. Colonist, daily. Colonist P. & P. Co. Aver. for 1903, 3,695; for 1904, 4,556 (\$).

MANITOBA. CAN.

Winnipeg. Free Press, daily and weekly. Average for 1904, daily, 25,696; weekly, 15,801. Daily, May, 1905, 29,274.

Winnipeg. Der Nordwestern, Western Canada's German newspaper, covers the German speaking population of over 150,000—its exclusive field. Average for 1904, 11,892; average for 12 months ending April 30, 1905, 12,224.

NEW BRUNSWICK, CAN.

St. John. Star. Actual daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA, CAN.

Halifax. Herald (☉☉) and Evening Mail. Circulation, 1904, 15,688. Flat rate.

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1904, 6,006.

Toronto. Evening Telegram, daily. Aver. 1904, 51,584. Perry Lukens, Jr., N.Y. Repr.

Toronto. Star, daily. Sworn average circulation for March 1905, 89,021. Largest circulation of any evening paper published in Ontario.

Toronto. The News. Sworn average daily circulation for May, 1905, 89,329. Advertising rate 35c. flat, run of paper. The largest circulation of any evening paper published in Ontario.

QUEBEC, CAN.

Montreal. Herald, daily. Est. 1908. Actual aver. daily 1904, 22,850; weekly, 18,886.

Montreal. Journal of Agriculture and Horticulture. Semi-monthly. Average 1904, 61,457.

Montreal. La Presse. La Presse Pub. Co., Ltd., publishers. Actual average 1904, daily, 50,259; Av. Mar., '05, 95,826. Sat., 115,892.

Montreal. Le Canada. Actual average 1904—daily, 19,287; weekly, 18,757.

Montreal. Star, dv. & wy. Graham & Co. Av. for '05, dv. 55,127, wy. 122,269. Av. for 1904 dv. 56,795, wy. 125,240.

Sherbrooke. Daily Record. Guaranteed av. 1904, 4,917; May, 1905, 5,801.

(☉☉) GOLD MARK PAPERS (☉☉)

(☉☉) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ☉.—Webster's Dictionary.

Out of a grand total of 53,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (☉☉), the meaning of which is explained above.

Announcements under this classification, from publications having the gold marks in the Directory, cost 30 cents per line per week, two lines (the smallest advertisement accepted) cost \$20.00 for a full year, 10 per cent discount, or \$18.75 per line spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING STAR (☉☉). Washington, D. C. Reaches 95% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Act. av. for 1904: Daily 55,885 (☉☉). '05 42,519, W'y 107,925.

THE MORNING NEWS (☉☉). Savannah, Ga. A good newspaper in every sense; with a well-to-do clientele, with many wants and ample means. Only morning daily within one hundred miles.

ILLINOIS.

CHICAGO GRAIN DEALERS' JOURNAL (☉☉). Largest circulation; best in point of quality.

TRIBUNE (☉☉). Only paper in Chicago receiving this mark; because TRIBUNE ads bring satisfactory results.

BAKERS' HELPER (☉☉). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (☉☉). Best paper in city; read by best people.

MASSACHUSETTS.

BOSTON PILOT (☉☉), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (☉☉), established 1850. The only gold mark daily in Boston.

BOSTON BOOT AND SHOE RECORDER (☉☉), world's greatest trade paper, circulation universal.

WORCESTER L'OPINION PUBLIQUE (☉☉) is the leading French daily of New England.

TEXTILE WORLD RECORD (☉☉). Boston, is the "Bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

MICHIGAN.

GRAND RAPIDS FURNITURE RECORD (☉☉). Only national paper in its field.

MINNESOTA.

THE NORTHWESTERN MILLER (☉☉). Minneapolis, Minn.; 65 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK.

BROOKLYN EAGLE (☉☉) is THE advertising medium of Brooklyn.

THE POST EXPRESS (☉☉). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (☉☉). First in its class in circulation, influence and prestige.

THE IRON AGE (☉☉), established 1855. The recognized authority in its representative fields.

ENGINEERING NEWS (☉☉).—A periodical of the highest character.—Times, Troy, N. Y. News prints more transient ads than all other technical papers; 1½ & 3c. a word. Try it.

VOGUE (☉☉), the authority on fashions. Ten cents a copy; \$1 a year. 304 6th Ave., New York

HARDWARE DEALERS' MAGAZINE.

In 1904, average issue, 17,500 (©©).

D. T. MALLETT, Pub., 283 Broadway, N. Y.

NEW YORK HERALD (©©). Whoever mentions America's leading newspapers mentions the New York Herald first.

ELECTRICAL WORLD AND ENGINEER (©©). Established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

BUFFALO COMMERCIAL (©©). Desirable because it always produces satisfactory results.

CENTURY MAGAZINE (©©). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (©©). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

THE NEW YORK TIMES (©©) is one of the golden 12 newspapers in the United States. It bears "All the news that's fit to print" into over 100,000 homes within 25 miles of Times Square every morning; and it rigidly censors its advertising columns. It's a quantity of quality.

OHIO.

CINCINNATI ENQUIRER (©©). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

PENNSYLVANIA.

THE PHILADELPHIA PRESS (©©) is a Gold-Mark newspaper and a Roll of Honor newspaper—the two most desirable characteristics for any newspaper to have. Circulation, daily sworn average for 1904, 113,242.

THE PUBLIC LEDGER (©©)—Independence Hall and PUBLIC LEDGER are Philadelphia's landmarks; the only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. Advertisements April and May, 1906, GAINED 25,000 over same months 1904.

THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

SOUTH CAROLINA.

THE STATE (©©). Columbia, S. C., reaches every part of South Carolina.

VIRGINIA.

NORFOLK LANDMARK (©©) the recognized medium in its territory for investors and buyers. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from LANDMARK.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (©©). one of the Golden Dozen Newspapers.

CANADA.

THE HALIFAX HERALD (©©) and the **EVENING MAIL.** Circulation 15,883, flat rate.

THE TORONTO GLOBE (©©)

2½ larger circulation than any other morning paper in Canada. U. S. representatives, BEIGHT & VEREE, Tribune Bldg., N. Y.; Boyce Bldg., Chicago.

"Smart Auto Apparel," a catalogue from Demmerle & Co., 248 West 23d street, New York, is handsomely printed and its illustrations give it a tailor-tone very desirable with such goods.

POLITICAL ADVERTISING OF THE FUTURE.

The political value of straightforward advertising was demonstrated in Massachusetts, during the last campaign, in a remarkable way. Coming political contests will doubtless be conducted, to an increasing extent, through the display columns of the newspapers. The Democratic argument against the tariff, for instance, expounded in Republican columns at space rates, might secure an audience that could not be got in any other way. A President desirous of defending his policy in the Philippines, would no longer be compelled to follow the circuitous method of addressing political pamphlets to his friends in the form of private correspondence, but might purchase instead a half page in the leading organs of the Opposition, where, under a lined cut showing a number of happy Filipinos under a bread-fruit tree, the argument might appear headed, "Is It Scuttle?" Interesting possibilities of all kinds present themselves. A Republican State organization, armed with malice and a full campaign fund, might corner all the space in all the Democratic newspapers for a week before election. What resource would there be for the Democrats save that of turning to the Republican press, where alone Democratic truth might be found in the form of advertising matter?—N. Y. *Evening Post*.

MAKING RETAILERS PROVIDE GOOD COPY.

How can the publisher make advertising pay his advertisers? The first element needed in a solution of this question is good copy. Some convincing argument must be used, some attractive bargain offered, some definite idea conveyed. Without this all that a publisher can do would not be sufficient. He might print a model paper that everybody in his territory reads, and give the copy the most attractive display possible; he might put it in the most conspicuous part of his paper, and yet it would bring no returns were the text meaningless. The first thing to do then is to educate your merchants in the art of advertising. Help them in the preparation of their copy, get them to study the advertisements of successful merchants in large cities that appear in your exchanges. Persuade them to take mail courses in advertising from some of the good correspondence schools. You might secure tuition certificates from some of them in exchange for advertising and give these to your largest merchants. It would pay you well. Then there must be an advertising writer on your paper, one who has taken a course in advertising and knows about the different sizes of type, the various faces and the entire technical end of the business. He should help advertisers in the preparation of their copy, and in doing this he would help the printer to as great an extent, as well written and properly arranged copy greatly facilitates his work.—W. Q. Adams, *Publisher Daily Inquirer, Owensboro, Ky.*

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

COLORADO.

THE Denver POST, Sunday edition, June 25 1900, contained 5,771 different classified ads a total of 116,910 columns. The POST is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the POST is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (©), carries DOUBLE the number of WANT Ads of any other paper. Rate 1c. a word

ILLINOIS.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want-ad" directory.

INDIANA.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Indianapolis NEWS during the year 1904 printed 125,307 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 373,730 separate paid Want ads during that time.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

THE Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 191,313 lines of Want ads. During the month of December the STAR printed 17,333 lines of classified financial advertising. This is 4,275 lines more than published by any other Indianapolis newspaper for the same period. The NEWS in December, 1904, printed 13,000 lines; the Sentinel 4,516 lines, and the Sun 2,630 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

THE MAREION LEADER is recognized as the best result getter for want ads.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week, Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

BOSTON GLOBE, daily and Sunday, in 1904, carried 141,383 more "Want" ads than any other Boston paper. It printed a total of 417,328 classified advertisements, and every one of them was paid for at the regular card rate, and there were no trades, deals or discounts.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 11,500; 1c. word; 75c. subsequent.

MINNESOTA.

THE Minneapolis JOURNAL carried over 51 per cent more Want ads during May, 1906, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation, 1903, 97,626; 1904, 64,333; first 4 months 1906, 67,445; May, 1906, 67,330.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 92,000 subscribers, which is \$5.00 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis by many thousands, than any other evening paper. It publishes over 30 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

THE ST. PAUL DISPATCH is St. Paul's Want Ad Directory, carrying more advertising than all other St. Paul mediums combined. The guaranteed paid circulation of the St. Paul DISPATCH for year ending March 31, 1905, 37,668; for March, 59,440; for April, 60,541; for May, 62,737, this increase caused by thorough canvassing—no premiums. Thousands of people use it exclusively and everybody includes it in their list. No free want ads are published and objectionable advertising is rigidly excluded. The May advertising shows a daily increase of over 600 lines in three months. Seven telephone trunk lines assist in receiving this classified business.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Kansas City JOURNAL (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 1 cent a word.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want Ad" medium; i. e. a word. Average circulation (1904), 11,359; Sunday, 13,756.

NEBRASKA.

LINCOLN JOURNAL AND NEWS, combined circulation over 27,000. Cent a word.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 16,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. **DAILY STAR**, Lincoln, Neb.

NEW JERSEY.

ELIZABETH DAILY JOURNAL—Leading Home paper; 10 to 25 pages. Only "Want" Medium. Cent a word. Largest circulation.

NEWARK, N. J., FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 5 cents per month.

NEW YORK.

THE POST-EXPRESS is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

IN Binghamton the **LEADER** carries largest patronage; hence pays best. **BECKWITH**, N. Y.

BUFFALO NEWS with over 57,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK publishes weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

IN Zanesville the **TIMES-RECORDER** prints twice as many Want Ads as all the other papers.

THE Zanesville SIGNAL reaches 64 towns in S. E. Ohio, also 65 rural routes; 1/2 c. a word net.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation

THE MANSFIELD NEWS publishes daily more Want ads than any other 20,000 population newspaper; 20 words or less 3 consecutive times or less, 25c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 11,851. Publishes more Wants than any four Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

SHARON TELEGRAPH is the want medium of Mercer County; 18 words three times for 25 cents. Largest circulation.

PHILADELPHIA:

THE EVENING BULLETIN.

Net paid daily average circulation for May 1:

222,579 copies per day.

"In Philadelphia nearly everybody reads 'The Bulletin.'"

(See Roll of Honor.)

SOUTH CAROLINA.

THE Columbia STATE (C) carries more Want ads than any other S. C. newspaper.

VERMONT.

THE Burlington DAILY NEWS is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

NO paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates: Want Ads—daily, 3 lines 3 times, 25c.; weekly, 5c. line. Big results from little talk.

CANADA.

THE Halifax HERALD (C) and the **MAIL—Nova Scotia's** recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825, Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B. is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.

A Reminder to the of American Newspapers and Magazines

GENTLEMEN :

PRINTERS' INK, otherwise, and caressingly, called the Ink, is the foremost exponent of American advertising. For several years it has been advertising to the point of an intelligent and organized campaign, secured in the hearts and minds of intelligent advertisers by progressive and fearless methods. PRINTERS' INK has created a demand for you every day in the year. PRINTERS' INK is the only vehicle independent of any advertising agency and free from all the complications which is published in connection with an agency. PRINTERS' INK is a profitable link of communication between the American advertiser and the field completely. It has a flat rate, no favors and no favoritism. An ad in its pages pays the same rate as the man who makes a year's worth of any description; every line of advertising is paid for in advance, enough to purchase a line of reading matter. Every word that is charged is a charge to anyone.

If you are the publisher of a newspaper or magazine of the American advertiser, you can find no better, no more effective way of securing your patronage and it solicits your patronage on a basis of reciprocity. Advertising in PRINTERS' INK may not be pregnant with results, but it has never systematically exploited in PRINTERS' INK without bringing results. You can afford to contract for a page for a year, neither is it necessary to contract for an inch advertisement, frequently inserted, telling a new story every day. Cases. Advertisers need *reminding* as much as they need information.



Publishers who are interested in a special case, for the purpose of sending the paper to a number of local advertisers, are invited to correspond with

JULY 5, 1905.

CHAS. J. ZINGG, Editor and Manager The Printers' Ink

to the Publishers in Newspapers Magazines.

called the Little Schoolmaster in the Art of Advertising,

For seventeen years it has been at work in elevating organized industry, and the place which the paper has won for advertisers all over the world has been won by honest, uncreated business for you and is creating business for the only weekly advertising journal that is absolutely free from all the suspicion that attaches to an advertising journal. PRINTERS' INK is the most economical and the most efficient advertiser and the American publisher. It covers the country and no favoritism. The man who has a two-line classified advertisement makes a yearly contract. There are no exchange deals of any kind for actual cash, and no man has ever offered money for any word that appears as reading matter is inserted without

any magazine of character, one that has a story worth telling and a more effective medium than PRINTERS' INK. It deserves recognition on a basis of merit and nothing else. While spasmodic advertising with results, it is a fact that no good proposition was ever brought about without bringing satisfactory returns. Not every publisher is in a position to do so. A half or a quarter page, or even an advertisement every time, may be just what is required in some cases for needed informing.

I offer a special cash subscription rate to PRINTERS' INK for the use of local advertisers or business people, who ought to be consulted with me on the subject.

The Printers' Ink Publishing Co., 10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. Sears, 50-52 Ludgate Hill, EC

NEW YORK, JULY 5, 1905.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

DEATH OF S. C. BECKWITH.

From injuries received in the railroad wreck on the Lake Shore at Mentor, O., June 21, Samuel Corner Beckwith, widely known throughout advertising and publishing circles, was injured so badly that he died soon after being taken from the debris. Mr. Beckwith was fifty years old and in the past twenty years had been one of the foremost figures among the special agents of New York.

The body of Mr. Beckwith was brought to New York City on Saturday, June 24, on the private car of General Superintendent

Storrs of the Lake Shore Railroad and laid at rest the next day at Woodlawn Cemetery.

Of all the special agents doing an active business in the Eastern field at the time of his death Mr. Beckwith was the senior in period of service. No other represented so large a list of papers as he did. No other held his papers by a stronger tie of good service, fully recognized—fully appreciated. No other had a larger list of advertisers who relied upon his advice, trusted him and adhered to him season after season, year after year. No other worked so in-



dustriously, so constantly, so persistently, so successfully. No other lived a life more precisely within the lines that mark the moral, the domestic, the efficient, the thoroughly excellent man. No other would take more pains to gratify the wishes or even the whims of his patrons and friends; and if he had any enemies at all they were ethereal creations that might be heard of but never could be produced for identification. Some people have envied him for his uniform good luck and the great success he achieved in his chosen field of labor, and, if there were loop-holes in his armor might be willing to point them out, but the supposed loop-holes, on investigation, were always found to be fully protected; and so uniform was his courtesy and good nature that everyone who learned to know him well and thoroughly always grew to consider him with an affectionate and respectful regard. He greeted

every one with a smile. Had no ill words for any one; but could and would discover and express the good points of a friend or an advertising medium in words that always carried conviction to the hearer. In the death of Samuel C. Beckwith the guild of the Special Agents has lost its most conspicuous member, and has remaining not one more deserving.

The editor of PRINTERS' INK feels that he has lost a friend and helper. Many were the good things he said—behind his back. His praise was valued because it was as sincere as it was competent.

Mr. Beckwith took much interest in the Little Schoolmaster, being one of its most attentive and analyzing pupils. For years he would come into the office at noon on Saturdays to obtain an advance copy, the characteristic smile on his countenance and a light overcoat on his arm. When the copy was handed to him he would thank for the favor in a manner as if a great service had been rendered him. And then on Monday or Tuesday following he would ring up on the 'phone and say, "I just wanted to express my appreciation of the current issue of your paper. You are really doing good work and I do want to say so to you."

We shall hear his cheery voice no more; we shall behold his kindly face no longer—but all those who had the good fortune to know him are conscious of the truth that a ray of sunshine came to them whenever he was near.

His life work ended altogether too early, but Samuel Corner Beckwith secured a sweet and sacred place in the memory of his friends.

AN excellent thirty-two page descriptive booklet is issued for municipal advertising purposes by the Chamber of Commerce, Chicago, Cal. It is conservative in its statements, and about matters relating to possibilities for farming, fruit-growing, etc., in that town and its environs, is very replete in its figures.

RETAIL advertising has had perhaps as much to do with the development of our industries as the protective tariff, and its effect has been to expand every line of trade and business, and to stimulate advertising where it was not dreamed of before.

SAVINGS bank advertising should not consist of a list of the directors in the local paper or a card in a church calendar and picnic programme. Carry out, rather, a definite policy of publicity, manfully tell the people who you are, where you are, and what you can do for them.

ADVERTISING, in the retail field, brings inquiries and customers, but the dealer's consummate skill, tact, and kindly consideration are the influences which must be brought to bear on the undecided purchaser. He must supply the psychological effect that the printed ad lacks.

THE merchant who expects good results by mail from an advertiser should take him into his confidence, and give him a great deal of information that it would not be advisable to tell the public. The advertiser should have the same inside knowledge that an attorney demands in conducting a lawsuit.

SUCCESSFUL orators state that they pick out some one in their audience and address their remarks to him. That is the way to write ads. Select some customer and tell him, in imagination, all about the article you have to offer, then write it down quickly—it will be a good ad and have the right ring to it.

THERE is a constant demand for novel, original and striking ideas in real estate advertising, as many brokers are using the styles of publicity that have been in use for years, for lack of better material, and the agent as well as his employees, should strive to be original in their methods if they would reach the front ranks of the business.

THE Ben B. Hampton Co., 7 West 22d street, New York, is sending out orders for La Preferencia Cigar Advertising to newspapers in the Central West and North West.

WE think a great deal of PRINTERS' INK and would not do without it.—*Piedmont Furniture Co., Statesville, N. C., June 20, 1905.*

The greatest harm that has ever befallen advertising as an honest business force—is the practice of swapping space. In this pernicious process somebody is always outwitted—premeditatedly.

C. J. Z.

A SPECIAL advertising service, similar to that given by the *American Machinist*, has been established by the *Boot and Shoe Recorder*, Boston. Copy preparation will be in charge of Everit B. Terhune, and a branch office has been opened in Chicago.

THE *Daily Telegraph*, Sheffield, England, claims to have been the first of the daily papers in provincial England. London had no penny daily when it was established. Recently the fiftieth anniversary of the *Telegraph's* publication was observed with a souvenir volume devoted to its history.

NEW HOME FOR PROVIDENCE "JOURNAL."

The *Providence Journal*, which has been published in Rhode Island since 1820, has removed from the building which it has occupied since 1890 into a new structure being erected for its use and not yet completed, but which, it claims, will be unexcelled by any newspaper building in the East, save only that of the *New York Times*. The *Journal* is now printed on a new and improved press and looks neater than ever.

Two attachments for \$24,200 and \$5,000 have been obtained in New York against the Liquozone Company of Chicago, Ill. One is on an assigned claim from the Cumberland Manufacturing Company for alleged breach of contract, for glass bottles, which the Liquozone Company refused to accept. The other is for \$5,000 in favor of Ignatius V. S. Stanislaus on a claim for a reward which the company advertised regarding the contents of its medicine. The attachment was discharged by the company giving a bond.

AN INTERESTING PICTURE FEATURE.

The *Detroit Journal* has been running daily for some time a series of snapshots taken upon the streets of that city, each showing a person or group of persons. Known as "Unpremeditated Poses," a dollar is paid to each person who applies to the *Journal* office within a week after his or her picture is thus published. The feature has aroused wide interest.

THE Ben B. Hampton Company, 7 West 22d st., New York City, has secured a judgment for advertising service against the Crani-Tonic Hair Food Company, 648 Broadway, same city, for \$1,149. Mr. Booth of the Bromonia Company, another medicine concern in bankruptcy, is now with the Crani-Tonic Hair Food Company. The Crani-Tonic advertising is placed by the J. Walter Thompson Agency, 41 West 34th st., this city.

STATISTICAL.

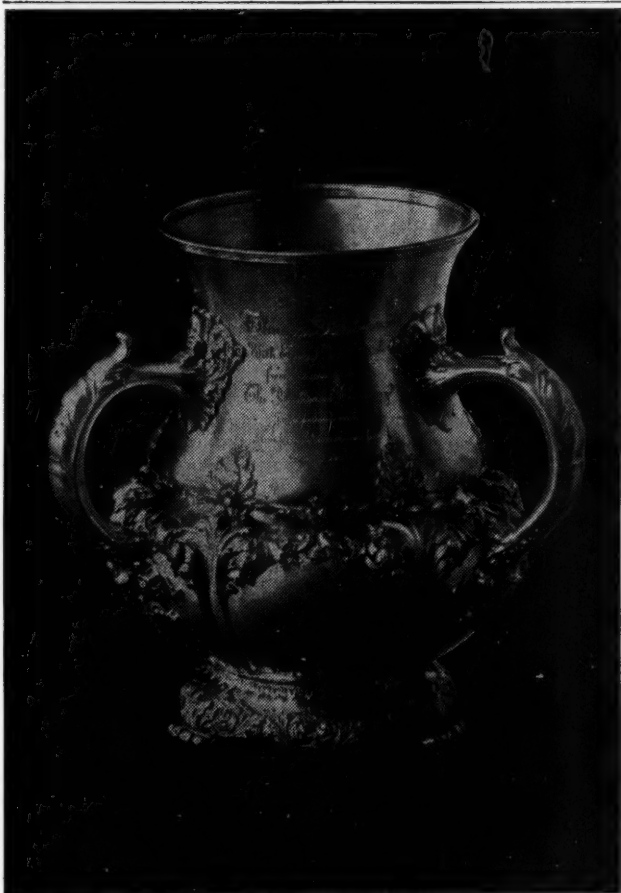
Figures from the census, with an article from PRINTERS' INK of March 15, 1905, on the occupations of persons in the United States and their relation to advertising, have been made the central theme of a pointed booklet from the Sawyer Trio, Waterville, Maine, demonstrating the worth of mail order papers to reach nearly eleven million persons on the farms who are touched as a whole by no other class of publications.

IMPROVEMENTS.

The St. Louis *Post-Dispatch* has increased its page width from seven to eight columns, making it uniform with the New York *World*, and is now printed on a new Goss octuple press with 96,000 capacity. Other improvements make this paper thoroughly up-to-date in mechanical facilities. Additions to the plant have been made necessary by increased advertising patronage.

BOOTH GETS GRAND RAPIDS DAILY.

The Grand Rapids *Herald*, which was recently sold by Eugene D. Conger, has become the property of a new company of which Ralph H. Booth is president and chief stockholder. Mr. Booth is publisher of the *Detroit Tribune*, and was formerly editor and publisher of the *Chicago Journal*. Willis Hale Turner will be general manager of the *Herald*.



THE LOVING CUP PRESENTED TO MR. THOMAS BALMER AT THE CAPE MARTIN ON JUNE 17, BY THE BUTTERICK PUBLISHING COMPANY. IT IS AN EXQUISITE SPECIMEN OF THE SILVERSMITH'S ART, EXECUTED BY TIFFANY OF NEW YORK CITY.

A CORRESPONDENT writes that he has for sale bound volumes of PRINTERS' INK from 1888 to 1897 and would dispose of them for a price.

The best merchandise made does not sell itself. The adman must anticipate the why of the customer's needs—he must know how and where to find the void in the public and then proceed to prove that that void can best be filled by the goods he is advertising. This is the quality which tells.

WHEN a certain amount is to be devoted to foreign advertisements, why not use as much care in seeing that you get good results from it as you do from the rest of your appropriation? You do not hesitate to pay a good salary to your advertiser—you feel that it is necessary. Then why not see that this high-class work is effectively reproduced in the other languages?

A NEW IDEA IN HOME BANKS.

The home banks which have been used by so many financial institutions as a basis for savings advertising are being improved in various ways. A new style of savings receptacle, offered through newspaper advertising by the State Savings Bank, Detroit, has a registering device which indicates all amounts placed in it, showing the total up to \$10 on an indicator.

THE publishers of *Peck's Buyers' Index*, New York, which is issued monthly in alternate English and Spanish editions, have a list of 23,000 names of foreign buyers of American products, according to a folder they send out. This list is kept by the card system, each card bearing not only the name of a foreign buyer, but a catalogue of the goods he purchases. The cards are in three colors, signifying large, small and very small buyers. The addresses on the cards show 111 different countries and 1,786 different cities.

A SPECIAL issue of the *Advertising World*, London, dated June, deals with advertising and publishing matters in the North of England, describing the various papers, advertising agencies, outdoor advertising facilities, etc. It should be of interest to anyone considering a campaign in the British provinces.

DESTROYED MAIL.

PRINTERS' INK received mail which was caught in the Mentor, Ohio, railroad accident of June 21. The letters are practically destroyed by fire. Correspondents who have reason to believe their mail was on the ill-fated train are asked to send duplicates of their correspondence.

A SUMPTUOUSLY made booklet, with a frontispiece in Maxfield Parrish's manner and several clear diagrams, shows the landscape gardening scheme of Presidio Terrace, a fine new residence district near San Francisco, controlled by Baldwin & Howell, that city. A beautiful piece of advertising matter for a beautiful suburb.

IN BOSTON.

During the month of May, 1905, the Boston *Globe* printed forty thousand nine hundred and seventeen paid want advertisements, many thousands more than appeared in any other Boston newspaper. The Little Schoolmaster has often asserted that the want ad mediums are the papers closest to the heart of the people.

HANDLED FROM NEW YORK.

The management of advertising for the *Record of Christian Work*, East Northfield, Mass., has been placed in the hands of Kimball & Patterson, the religious paper special agents, Temple Court, New York, and 87 Washington street, Chicago. This monthly now claims an edition of 25,000, and its advertising rate was advanced to twelve and a half cents a line July 1,

A LITTLE thumbnail booklet from the *Bulletin*, of Norwich, Conn., is excellent so far as it goes. It gives a complete schedule of circulation for 1904, with daily averages, maximum and minimum editions, but neglects to tell very much about its community. As a piece of literature for local advertisers it is pertinent, but in the general field more information would have been advisable.

We are more than gratified with the results of our order for sixty subscriptions to PRINTERS' INK that we ordered some time ago for the benefit of our clients.—
E. R. Blaine, Secretary Blaine-Thompson Advertising Co., Cincinnati, O., June 24, 1905.

THE LATEST ADDITION TO THE STAR GALAXY.



A GOOD VACATION BOOK-LET.

"Summer Tours," a booklet of vest-pocket size, issued by the Detroit & Cleveland Navigation Co., Detroit, gives not only the time tables and routes of sixteen trips about the Great Lakes between Buffalo and Mackinac Island, but also shows fares from starting and intermediate points, with approximate cost of meals and berths. In other words it has just the information that most vacation booklets lack, and ought to show up strong when put in competition with priceless travel literature in a reader's hands. The printing is excellent, its combination of black and red being especially praiseworthy.

The Philadelphia *Press* sought and obtained the Guarantee Star to be affixed to its rating in the 1906 issue of Rowell's American Newspaper Directory. The certificate was issued June 27, 1905. The *Press* is the third paper, so far, that possesses the Gold Marks (◎◎), is represented in the Roll of Honor and is now also distinguished by the Guarantee Star. The two others are the Washington, D. C., *Evening Star* (◎◎), and the Columbia, S. C., *State* (◎◎). There are a few others, who could rank as high if they obtained the Guarantee Star, one of them is the Milwaukee *Evening Wisconsin* (◎◎).

MAIL-ORDER PAPER FOR BANK DEPOSITS.

The June issue of the *Metropolitan and Rural Home*, the New York mail-order monthly, was selected as the medium for "trying out" an advertisement of the Citizens' Savings and Trust Company, Cleveland, offering four per cent interest on mail deposits. The *Metropolitan and Rural Home* bears a figure rating of 400,000 copies for 1904 in Rowell's Directory, and was selected by the Bailey-Terry agency, Cleveland, to make a test of the mail-order papers. Theorists have often charged that they would be inefficient for bank advertising. Results are still doubtful, but it is said that if the ad shows a satisfactory return this bank will enter the mail-order field on a large scale.

SPHINX CLUB, LONDON.

"What Medium Should an Advertiser Prefer?" was the subject of discussion at the May dinner of the Sphinx Club, at the Hotel Cecil, London. Good natured comparisons, backed by figures that were cleverly handled, were made between daily papers and magazines by advocates for each medium. Among the speakers were Roy Somerville; Mr. Acland, of W. H. Smith & Son; Mr. Howe, of the *Times*; C. Rivington Shill, of *World's Work and Play*; John E. Glass, of the *Ironmonger*; George W. Capel, railway street advertising department W. H. Smith & Son; John Hart, billposting; W. H. Lever, Lifebuoy Soap; Mostyn Pigot and others. The proceedings are reported in full in the June *Advertising World*, London.

CLEVELAND "LEADER" CHANGES HANDS.

Medill McCormick, publisher of the Chicago *Tribune*, announces that he has secured control of the Cleveland *Leader*, and states that it will be his purpose to make it the best newspaper in Ohio. In politics it will remain republican-independent, but holding itself free to criticize any candidate or measure. The *Leader* is one of the oldest newspapers in its city, dating from 1847.

THE publisher, the circulation manager and the business manager of the Philadelphia *Bulletin* are agreed that the Roll of Honor has rendered their paper a valuable and tangible service. It is the old story: *No good publication ever advertised in PRINTERS' INK, systematically, without receiving ample returns for the investment.* PRINTERS' INK has not made the *Bulletin* the successful evening paper which it is today, but PRINTERS' INK had its share in the now accomplished fact; and the ones who know it, say so.

AD CLUB IN PARIS.

An advertising organization called the Dinner Club was formed in Paris some time ago. At a recent dinner the following were present: Messrs. Alexandre (De Plas and Alexandre Agency, Bouët (*Lyon Republican et Petit Phare*), R. Carré (*Pall Mall Gazette*), Debroas (*Catholic Press*), De Plas (De Plas and Alexandre Agency), D. C. A. Hémet (*La Publicité*), Innans (*Mirror of Fashion*), L'excellent (*Juven's Publications*), Muller (*Lyon Republican et Petit Phare*), Parizot (*Revue Marne*), Rousselle (Commercial and Industrial Advertising Agency), Thiallier (*Progres de Lyon*). The constitution of the club, so far as it has been settled, is much on the same lines as that of the Sphinx Club of London. The objects are defined as those of promoting fraternal feelings in the business and of defending its interests.

THE JULY MAGAZINES.

The summary of the July magazines will appear in PRINTERS' INK next week.

THE page advertisement of the George Ethridge Company appearing in this issue of PRINTERS' INK is noteworthy for the wise suggestion contained in it, viz.: to prepare things when there is plenty of time. Nothing is more important than the preparation of copy ahead of the time when it is needed. Inactivity and laziness during the summer months appear to be a condition of course in some businesses, and wherever it is tolerated to exist business and business spirit become actually duller than they ought to be.

GOOD HOTEL ADVERTISING.

Some of the best hotel advertising that has ever appeared in American magazines is that of the Hotel Cecil, London, which has marked the opening and progress of the tourist season this year. Americans commonly have the impression that English and Continental hotels are neither comfortable nor reasonable in price. This impression the Hotel Cecil has tried to dispel so far as it is concerned by printing plain information and plainer prices. The following ad from the July magazines is a specimen of its publicity:

You will find home comforts, home luxuries, quiet, convenience, reasonable charge at the Hotel Cecil—Europe's largest and finest hotel. Standing in the heart of London, within a few hundred yards of the best theaters and places of amusement, only a twenty-five cent cab fare from almost all the places you will want to see in London itself, the Cecil is the ideal place for American family parties who want to see London—and for men of affairs who wish to be within reach of the city, without being too far from the center of social activities.

You can obtain a room in the Hotel Cecil from \$1.25 per day, light and attendance included; in Table d'Hôte Room. Breakfast from 60 cents; Luncheon from 85 cents; Dinner, \$1.25; or as elaborate a repast as you please in the restaurant *a la carte*.

For particulars and descriptive, illustrated booklet, containing information about amusements and places of interest in London, address: Hotel Cecil Bureau, 915 Temple Court, New York City.

NEVER say anything in your advertising which you cannot prove or back up. People will soon learn whether your advertising statements are reliable or not. It's remarkable how quickly the public discovers insincerity in advertising.

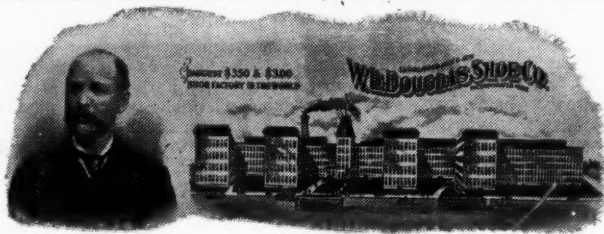
C. F. REMINGTON has severed his connection with the E. H. Clarke advertising agency, Chicago, and is organizing a copper mining company in Wyoming, of which he will be president and general manager. Mr. Remington was formerly advertising manager of the *Detroit Journal*.

CARE OF WOMEN DEPOSITORS HAS PAID.

The Fifth Avenue Bank, at Fifth avenue and 44th street, New York, is now paying dividends at a rate of 220 per cent yearly. Its stock is worth \$3,700 a share, against \$100 a few years ago. Only the stock of the Chemical National, at \$4,350, is more valuable. According to the *New York Telegram*, this bank's success has been due to the attention it gives to women depositors, and a large business has been built

up in the residence district among women, though the bank pays no interest whatever on deposits. It is very rarely that one sees a man patron there, but the main banking room is nearly always crowded with women. Every possible attention is shown them and every clerk is supposed to know the name of every woman patron and be able to address her by name instead of as "Miss" or "Madam." There are large parlors and reception rooms for women, with maids in attendance, and if a woman does not care to go to the teller's window there are messengers at her bidding. In the basement are safe deposit boxes, and the same attention is shown the women there as in the banking rooms.

"Not only are the sixty employees trained Chesterfields, they are also trained bankers. Hundreds of boys, many of them sons of bankers, are constantly waiting their chances of getting into the Fifth Avenue. Compensation is not considered. It is the training they are after, for most of the large downtown banks are always ready to take men from the Fifth Avenue and pay them high salaries.



Dictated F.R.M.

Brockton, Mass. June 22, 1905.

Mr. Chas. J. Zingg, Manager,

10 Spruce St., New York City.

Dear Sir:-

Enclosed find check for \$10 for which please send me 1905

edition of Rowell's American Newspaper Directory.

Yours truly,
Frank L. Brakine
Advertising Manager.

ADVERTISING PHOTO-GRAPHIC LENSES.

Behind the photographic lens advertising of Bausch & Lomb, of Rochester, N. Y., familiar in leading magazines, is rather a complex problem. The public in the last fifteen years has learned to pay good prices for cameras, but has accepted even the best on the "You push the button, we do the rest" principle. Camera advertising has been done along the line of giving the purchaser as little to think about as possible, frankly avoiding the immense technicalities of the photographic art. Least of all has anything been said about lenses. Upon the heels of this camera demand

name stand for excellence in lenses the country over. With this proposition, difficult as it is, a very gratifying success has been achieved in general publicity.

The leading point of attack with this proposition is through the photographic dealer. It is said that in days when the art of amateur photography was new and the photographic trade journals far from secure in financial standing, Bausch & Lomb advertised liberally with them to build up a medium between the house and the retailer. This advertising has steadily been backed by educational work to acquaint dealers with the complexities of lenses, and a fine feeling of mutuality has been established between the house and its trade. This spirit had a culmination not long ago in a convention of dealers at Rochester, about 100 heads of prominent photographic houses throughout the country visiting the firm's plant as its guests. Two days were given up to a study of lens-making in the factories, to lectures on optics and lens theory, and to talks on ways of selling better and better grades of lenses.

The history of this firm, which recently celebrated its fiftieth anniversary with both the founders living, is an interesting story of a manufacturing development that has gone along hand in hand with advertising. Early in the fifties a young German spectacle maker, J. J. Bausch, arrived in Rochester and went to work at the wood-turner's trade because most of the spectacles used in this country then came from abroad. Glasses were donned only by elderly people. Through an accident he lost two fingers of one hand, and this led him to set up a small spectacle business in Rochester. Henry Lomb, also a German emigrant, joined him in the enterprise, his \$60 in money making him the capitalist of the firm. Soon the two partners began to grind their own lenses and to advertise in the Rochester papers. Their early copy dealt with the value of scientifically ground lenses, and was intended to dethrone the spectacle

J. J. BAUSCH & CO.,
OPTICAL INSTRUMENTS, No. 55 State St. (opp. the Post-office), continue to keep on hand a large assortment of

SPECTACLES,
of every description, with glasses scientifically ground, and of the best material, suitable for long, short, or otherwise impaired sight.

Being in possession of the genuine **PRISM** (rock crystal) lenses, which for their clearness, hardness, and beautiful results for vision, are acknowledged in America and Europe, as the best in use, and superior to any glasses, from whatever place they may come—and having had much practical experience in optical business, they can confidently assure the public, that they are able to suit any eyes, and to amend defective vision as far as it can be done by glasses.

From the great number of our references, we only name the following justly and highly esteemed gentlemen and able judges:

C. Dewey, M. D., D. D.	W. W. Ely, M. D.
E. N. Moore, M. D.	H. W. Hunt, M. D.
D. Barrows, M. D.	Th. Hall, M. D.
D. Ely, M. D.	W. W. Bond, M. D.
H. E. Barnes, M. D.	J. A. Walker, M. D., Gentl.

Rochester, April, 27, 1887.

An early newspaper advertisement

Bausch & Lomb have started an independent propaganda to sell lenses of the highest grade. To the man who purchases a \$30 camera this firm says, in substance, "Throw away the lens on that instrument altogether and buy one from us that will cost you another \$30, or even more." Making such a proposal, it would seem to be necessary to give the very best reasons why a Bausch & Lomb lens should be added to an already costly apparatus. Yet the complexities of lenses, running directly into optics and mathematics as they do, preclude any very great technical arguments in this advertising. Therefore, the firm has relied chiefly on general arguments, and upon making its

peddler, then secure in his position. In the possession of the firm to-day are handbills which were distributed by Mr. Lomb in person, and these were held in such high regard that upon the bottom was printed the request, "Please preserve this circular until called for." A second visit was always for the purpose of gathering these advertisements for use again.

Mr. Lomb went to the front during the Civil War, and his pay was sent back regularly to help keep the young business a-going.

Buying a Camera?

What
Lens?



After the war closed Bausch & Lomb introduced eye-glass frames made of vulcanite, supplanting horn, and upon this novelty, with wide advertising, the fortunes of the-house were founded. Microscopes were very costly in those days and nobody had ever advocated their use in public schools. The firm perfected instruments moderate in price and introduced them for school use by advertising. To-day its microscope trade extends all over the world. A little later, in the seventies, young George Eastman, a Rochester lad,

came to Bausch & Lomb for a lens for a portable camera, and presently the Kodak was born. From that time until the present Bausch & Lomb have made all the Kodak lenses. The house is to-day not only the largest in the world in its line, but one of the highest in scientific standing.

The advertising of lenses under the firm name began in 1895. For several years the new departure looked somewhat dubious, as camera manufacturers opposed the idea of selling with their instruments a lens bearing another manufacturer's name. This idea of advertising something that could only be sold as an adjunct of another advertised article is probably unique in the annals of publicity. By persistently emphasizing the wide demands made upon a lens for portable cameras, however, demonstrating that only the best would be equal to making a portrait, an interior view, a picture with a wide field and a 150th-second snap shot of a horse race, the advertising has been made highly profitable. More is done by this house, it is said, to help the dealer sell goods than by any other in its industry, and by this stimulation through the trade, together with the distribution of catalogues and educational literature to the general public through wide magazine advertising, a vast business has been founded.



"THE YOUNGSTOWN VINDICATOR."

THE WAY THEY DO IT IN MILWAUKEE.

In **PRINTERS' INK** for May 17, 1905, appeared an article, "A Big Outlet for Advertised Shoes," dealing with some apparent shortcomings in present methods of shoe advertising. The point was made that advertised shoes do not reach the department stores, and thereby lose a great advantage in distribution.

In connection with shoe advertising the Cramer-Krasselt advertising agency, Milwaukee, calls attention to some copy that has resulted, they say, in building up a shoe trade second to none in that city. The firm of Caspari &

retail shoe advertising, the general idea, or thought, endeavored to be conveyed upon the minds of the readers has invariably been along the same line, namely—"We sell the best," "The largest stock," "The newest styles," "Courteous attention," etc., etc. These points are all good enough for a sole dealer in a village or where competition does not exist, but, in large cities where competition is keen and practical, originality appreciated by thousands, it behooves the dealer to advertise differently. His copy must be new in thought, have a ring of honesty running through it, be easy to understand and above all practical. Back of all this must be

OXFORDS



The "Big" makes walking a torture.



The "Perfect Fit" makes walking a pleasure.

Spring and Summer are seasons for Oxfords. If the fit and shape are in harmony with the foot, no shoe is more comfortable or easy for warm weather wear.

But if the fit is imperfect—IF THE HEEL, OF THE OXFORD SLIPS A-WAY FROM THE FOOT and rubs and irritates—it gives the wearer an untidy appearance and makes walking a torture.

The best of the shoe should FOLLOW UP the foot as every step.

This is only possible when the entire Oxford fits snug and properly.

Come to the Caspari & Virmond store if you want a perfect fit.

Our Women's line of Oxfords is the finest in Wisconsin—made by the foremost manufacturers in the country. We GUARANTEE to fit you.

Men's and Children's Oxfords in all sizes and prices.

"WE FIT ALL FEET."

CASPARI & VIRMOND

62 WISCONSIN STREET, - - AT THE BRIDGE
CALL OR WRITE FOR OUR NAME "THREE TIMES."

Which Is Your Foot?



This Foot Has Always Worn Proper Fitting Shoes. Has the Perfect Line.



This Foot Has Always Worn Squared Toe 10-10-10 Shoes.

Almost everybody has deteriorated feet. Thousands every year are compelled to go to the shoe doctor.

Some are troubled so badly one pain is almost unbearable. The heels are flattened and dis-eased and the toes are covered with tender, itching, hard and red corns.

Such mutilated limbs require a torture. Yet from day to day the shoe doctor, pointing out the cause, says: "Worn shoes—SHOES WHICH DO NOT FIT THE FEET." Such shoes—shoes which fit any old way—are the direct cause of almost every case of foot trouble.

PROPERLY FITTING SHOES BRING GOOD HEALTH and make walking easy, because friction and pressure are entirely eliminated.

WE STUDY YOUR FEET and when we add you a pair of shoes (regardless of price) we guarantee them to fit you.

Our line is the most complete in Milwaukee, made by the manufacturers of the best men's, women's and children's shoes in the United States. We have the only exclusive children's shoe department in Wisconsin.

"WE FIT ALL FEET."

CASPARI & VIRMOND

62 Wisconsin Street - - At the Bridge
Call or write for our book "SHOE CARE."

Virmond has been in business only a year and a half. Their location is downtown, but not better than that of a dozen other retail shoe dealers. Says the agency: "The average amount of persuasion was necessary to induce them to put their advertising into the hands of an agency. Their contract was nothing more than a verbal understanding, it being agreed that if profitable results were not perceptible within one and a half months from date of first insertion of copy, all connections should cease.

"It must be understood that while display and manner of wording have been vastly different throughout the many years of

the ability of proprietors and clerks to 'back up' all arguments used in the advertising.

"Very few clerks (not five per cent.) intelligently understand the fitting of shoes. A practical knowledge of feet is absolutely necessary to be able to fit shoes to the feet properly. For this lack of knowledge the public has been made to suffer. Corns, bunions, flat feet, ingrowing toenails, dislocated joints and similar results adorn the feet of the masses.

"Thoroughly appreciating the existing conditions and after much thought and study on the part of all concerned, the agency concluded to prepare a style of copy along the lines of the accompanying spec-

imens. This copy is six inches, double column, running once a week in two dailies.

"The object sought is to leave an impression upon the minds of the people that this particular shoe company does understand the construction of the human foot; its delicate curves and tender bones, and consequently can fit all feet regardless of their shape or deformities. Being able to tell a man or a woman all about his or her feet; being able to tell them of the pains and aches that they actually experience; being able to tell them why they should wear a high arched shoe or perhaps a low heel shoe, or why they should wear a shoe comfortably broad in

pleased him. It pays to try to please always."

HOW ONE BANK GOT STARTED.

Mr. Dunne of the Chicago *Evening Post* said to me one time: "There's such and such a bank doing a good, conservative business along the old lines. They have never advertised—don't think they ever will, but I'd like to have them. Can we get up a scheme that will appeal to them?"

I knew that everything had to go before the president, and that he was a gentleman of the old school, and that we would term crusty or grouchy, and that no solicitor could get his nose behind his private office door. We got up a series of twenty-four illustrated ads—wrote them—had them set up, and then hunted up one of the younger, enterprising members of the board of directors and told him that some bank was going to buy that series of ads and run them; asked him if he did not want his bank to be the one; had him take the ads home, look them over; they appealed to him and he thought they would appeal to the public, and frankly told us so when we saw him a few days afterward.

We told him that he was about the only member of the board that could appreciate nineteenth century methods; that he was the one that held practically the future of the bank in the hollow of his hand. It was up to him to say whether his bank should plod along in the same old way or reach out for business according to modern methods; that he could further the plan and in the end would receive credit for any increase in business the bank would secure from the result of his enterprise. The scheme went through; was not profitable on the start, but they stuck to it, and now they advertise in three papers and are doing a much larger business.—*Ralph B. Peck, in the Circulation Manager.*

A Tender, Growing Child's Foot Should Be Fitted With Care



Do you know why YOU have deformed and sore feet? Their cause is natural. There was a time when you were a child. At that time, you couldn't tell the difference between a proper and an ill-fitting shoe. The shoe men told you that the shoe fit your tender, growing feet. But at the Caspari & Virmond Store things are done differently. We taught children's feet with as much care as a dentist does their teeth. We have to remind the fact that children's feet are continually growing, are tender and young, and therefore fit the shoe accordingly. The result is a snug (yet not too tight), a comfortable (yet not too loose), fit. Bring your boys and girls to us. It will mean more comfort, BETTER HEALTH and perfect feet when they are men and women.

"WE FIT ALL FEET"

CASPARI & VIRMOND

66 WILCONSON STREET. • • • AT THE BRIDGE
CALL OR WRITE FOR OUR CATALOG "FREE"!

the tip—this ability appeals to the man or woman. It is instructive—it makes them feel that you know your business. It tells them better than words that you handle the best, and will treat them fair and square. The salesmen as well as the proprietors have made a careful study of the human foot, consequently are able to cope with the conditions of anyone entering their store. While this style of copy has had a tendency to attract 'hard to please' customers, it has nevertheless brought hundreds of profitable customers into the store. A 'hard to please' customer once pleased will do wonders towards pushing the proposition of the merchant who has

THEATER PERIODICALS.

New York has no less than five weekly papers intended for free distribution to the patrons of the theater by which it is published. This makes no record of the innumerable press sheets sent out, but applies only to bona fide weekly papers.

The press agent no longer finds it easy to have his items printed by the daily papers. His notes must have an actual news value for the general reader. The weekly bulletin is the result.

One of the most active press agents said the other day that it was almost impossible to secure the insertion of pure fiction in the New York newspapers.—*Sun.*

A RECENT catalogue from the Carter's Ink Co., Boston, shows this concern's extensive line of inks and novelties in natural colors, making a handsome display of goods that would not have looked so attractive in half-tone illustration.

A PALMIST'S VIEWS ON ADVERTISING.

Every Sunday, and only on Sunday, in the New York *Herald*, and only in the New York *Herald*, the following advertisement or one similar to it appears under the classification of Business Personals—announcements for which the *Herald* charges at the rate of one dollar a line:

Business Personals.

PALMIST FLETCHER,

WORLD RENOWNED.
YOUR HAND REVEALS YOU.

If you are in business difficulties or in doubt and making changes, you will save yourself many a troubled hour by consulting FLETCHER.

Unhappiness in home life, disagreements, marriages, love and divorce, all that comes under personal affairs; he can help you about ill health, journeys, lawsuits, whom to trust; how to guard against enemies, develop personal power, is comprehended at a glance. There are two paths in life; by knowing which to choose mistakes are avoided. FLETCHER has saved hundreds, helped thousands, and is recognized in all countries as possessed of rare ability, deep insight and unfailing judgment. He sees you as you are and shows you how to accomplish your purpose, as thousands attest. Florence Maryat says—"FLETCHER saved me serious mistakes. He is a marvel among men." (One interview will dispel all doubt and bring the most sceptical face to face with an intuitional power that has baffled the wise men of the world.)

This is FLETCHER'S 19th season in town.

35 WEST 42D ST.

Daily, Sundays, Tue-days and Sunday Evenings.
Phone. 6813-33th st

No fortune telling or finding property.

Curious to know if such advertisements paid and believing that a palmist's views on advertising might possess at least the element of interest a PRINTERS' INK reporter visited Mr. Fletcher and stated the object of his errand.

"I have been asked to give advice on a great variety of subjects in my time," said Mr. Fletcher, "but this, to the best of my recollection, is the first time that my opinion on the subject of advertising has been sought. So far as my personal experience as an advertiser goes I have reason to be entirely satisfied with the results obtained. My newspaper advertising is limited to the Sunday *Herald* in New York City and to a few papers in near-by towns, papers whose readers are likely to frequently visit New York. My announcements appear also in all the New York theater programmes, and I use booklets and circulars to some extent. Of

my total appropriation—no, I'd rather not state the amount of it—the *Herald* receives about one-half."

"You use no other newspaper in New York?"

"None—no other is so well adapted to my line of business."

"And yet the *Herald* is read by a very intelligent class of people."

Mr. Fletcher smiled at the scepticism revealed by my remark.

"The *Herald* is read by a very intelligent class of people," he said, "and by a well-to-do class of people—that is why I use it. Intelligent, well-to-do people are the only kind that I can hope to do business with. If a man isn't intelligent I can't convince him that there is anything in palmistry; if he isn't well-to-do he can't afford to pay the price I charge.

There are many people who take no stock in palmistry, just as there are people who don't believe in advertising, but if the sceptic is an intelligent man he can be convinced by proof. If you are familiar with my advertisements you will have noticed that I distinctly state that I am not a fortune-teller or a finder of lost property. I claim to do only what I can do—what I have done. I make no appeal in my advertisements to the superstitious or the ignorant. Intelligent men and women—not necessarily those who believe in palmistry but those who are broad-minded enough to be open to conviction—are the people I try to reach. That is why I use the *Herald*."

"Do you write your own advertisements, Mr. Fletcher?"

"Oh, yes, all of them. I would not like to entrust that task to anyone else. Heretofore I have made all advertising contracts myself, as well, but I have recently arranged with Mr. Frank Seaman's agency to attend to the placing of my advertising in the future. Next winter I expect to establish a school of palmistry—a correspondence school—and my advertising appropriation will then be largely increased. Newspapers and magazines throughout the country will be used, and I would

be utterly unable to attend to all the details of the advertising myself. But I shall continue to write my own advertisements as heretofore. Palmistry is a subject that one must understand thoroughly in order to write intelligently about it. I know just what I want to say in my advertisements and how much to say, and—what is equally important—what not to say. It would be easy for one less familiar with the subject to say too much. Palmists, I know, are not generally credited with a leaning towards conservatism in their statements but, personally, I believe that any advertiser is unwise who exaggerates his own abilities or the virtues of the thing advertised. I realize, of course, that to some the mildest of claims concerning palmistry will seem to be a gross exaggeration, but it is usually wise and certainly more just never to form an opinion about any subject without having first carefully investigated it. My correspondence school will, I hope, do something towards disseminating a wider knowledge of the true scope of palmistry. There will always be scoffers, of course. Many people, and some physicians among them, do not even to-day believe in vaccination, although its efficacy would seem to be so clearly established as to leave no room for doubt. So with palmistry; there will always be some who will refuse to be convinced, but there are a great many that do believe in it and a great many more who, in order to be convinced, ask only that the advocate of palmistry shall prove his assertions, and that any reputable palmist is willing and able to do. Advertising alone will not convince an unbeliever, but assertions repeated again and again will lead him at last to doubt whether his doubts, themselves, are well founded; and when the reader is moved to investigate for himself the merits of the thing advertised the advertising, in my opinion, has accomplished all that can be reasonably expected of it."

In the course of our conversa-

tion Mr. Fletcher mentioned a curious rule that exists in the office of the *Herald*. Last year the *Herald* printed a Sunday story giving readings of President Roosevelt's hand by various palmists to whom a print of the hand was submitted without any information as to whose hand it was. One palmist described it as a "bad hand;" another said: "Laziness is stamped in a marked degree in this palm;" but Mr. Fletcher's reading contained several statements that fairly indicated some of the President's well-known characteristics. After the story had appeared in the news columns of the *Herald* Mr. Fletcher wished to reproduce portions of it in his advertisement, in the *Herald*, but he was informed that though he might re-print what the *Herald* had said he would not be allowed to state in his advertisement that the *Herald* had said it. Later I called on Mr. Gillam, advertising manager of the *Herald* and asked if any such rule existed in the *Herald* office.

"I would not call it a rule," said Mr. Gillam, "the *Herald* has no rules, but there is a practice which prevents *Herald* advertisers from crediting to this paper extracts from the *Herald's* news columns. Exceptions are sometimes made but only after the copy has been submitted to me. A statement made in a news story may or may not represent the opinion of the paper in which the news-story appears. Some safeguard is needed to prevent quotations that would not truly express the *Herald's* opinions; hence the practice of not allowing advertisers to credit statements to the *Herald* except by express permission. But it is not a rule—the *Herald* has no rules; Mr. Bennett has said so himself."

THE long arm of good advertising will reach the trade that's needed to make your business grow.

THE ad that makes the reader think is the ad that hits home.

UNADVERTISED INDUSTRIES.

AMERICAN CHEESE.

By Frank L. Blanchard.

In a former article I called attention to the fact that there are in the United States several large and important unadvertised industries whose products are capable of profitable exploitation in the magazines and daily newspapers. In support of this statement I presented some interesting data upon the macaroni industry, which has been enormously developed within the last few years, and showed what might be done to increase the popularity of that article of food.

Although 25,000,000 pounds of macaroni are annually produced in this country the volume of business does not begin to compare with that of the cheese industry. According to the census of 1900 the 3,871 factories in the United States produced that year 281,972,324 pounds of cheese valued at \$26,519,829. The factories of New York State alone made 90,006,802 pounds in 1902.

In spite of the magnitude of the business an advertisement of any brand of cheese rarely ever appears in the public press. As far as the public's knowledge is concerned the product of one factory is just as good as that of another, and yet, as a matter of fact, there is a wide difference.

The manufacturers of American cheese—and by American cheese is meant the ordinary kind bought at the grocers—have made no attempt to create a demand for trademarked products. They have seemingly neglected to employ printers' ink to establish the reputation of their several brands of cheese and thus increase their own profits. American cheese made of rich milk, properly cured and sold in attractive packages has always been a popular article of food. It can be found in every town and city in the United States.

Since there is such a strong demand for American cheese it

goes without saying that the manufacturer who produces a first-class brand, and who first comes forward and advertises it in an intelligent manner, cannot fail to establish his goods in the public favor.

Foreign brands of cheese have a large sale in this country and their popularity is rapidly increasing, but it was not so very long ago that outside of New York, New Orleans and possibly Philadelphia, it was impossible to buy imported cheese of any kind. At present such cheese may be found in all the principal and in many of the smaller cities in the United States.

Two facts explain its popularity—the tremendous growth of our foreign population through immigration, and the great increase in the number of Americans who travel abroad every year. It is quite natural that the Italian should prefer the Parmesan and Roman cheeses to all others when he comes here to live; that the Frenchman should like best the Brie, the Camembert or the Roquefort; or that the German should consider Gruyere, or Limburger, or Muenster unsurpassed; or that the Englishman should want Cheshire, Cheddar or Gloucester cheese.

To meet the demand for these varieties of cheese, merchants imported them in large quantities, but the prices they had to charge were so high that the average workman did not feel that he could afford to gratify his taste at such a strain on his purse. It was at this stage that the American cheese makers awoke to their opportunity "Why not make the cheeses these foreigners like so well right here in America," they asked, "and then open a new avenue of industry which cannot fail to be profitable to us?"

They decided to make the attempt. They went abroad and visited the several centers of the cheese industry in Switzerland, in France, in Germany, and in Holland. They engaged cheese makers in each of these countries and brought them to this coun-

try. Then the work of experimenting was begun. Conditions were different here than they were abroad, and it took many months and even years of diligent toil to produce cheese that sufficiently approached in quality the imported to create for them a demand of a substantial character.

To-day millions of pounds of domestic brands of foreign cheese are made in America. New York, Wisconsin, Iowa, Illinois and Pennsylvania are the centers of the industry, but New York takes the lead with an annual product of 90,006,802 pounds, Wisconsin standing second, with 77,748,680 pounds. The cheese is of such a high quality that the thousands of people who are eating it and enjoying its rich flavor do not know that they are consuming domestic and not imported cheese.

Some of these brands are equal to and cannot be told from the genuine foreign made article except by experts. The manufacturers claim that the domestic brand is equal in every respect to the foreign made product.

New York State dairies in 1902 produced 4,531,932 pounds of Limburger. The largest manufacturer and dealer in the State is David Karlen of Boonville, N. Y., who owns or controls thirty large factories, mostly in Oneida County.

Swiss cheese is produced in New York State, in Wisconsin and in Ohio. The domestic brand differs from the foreign in three particulars—size, flavor and in the size of the holes it contains. The imported cheese owes its peculiar flavor to the grass upon which the cows feed in the valley of the Emmenthal, high up in the Alps. Our own cheese makers have tried to produce the flavor but without complete success. Just why the holes are smaller in the domestic cheese no one seems able to explain. But even if the domestic differs from the imported in these several particulars, it is, nevertheless, rich, wholesome and palatable, and most people cannot tell the difference.

Brie cheese, perhaps the most popular of after dinner cheeses, had its origin in France. It is made of milk enriched by cream and like Camembert has found a great sale in the United States. Large quantities of both are imported annually but the domestic cheese makers have succeeded in producing such fine imitations, if such they may be called, that the sale of the latter now exceeds the former.

The domestic cheese makers have so perfected the process for manufacturing these two brands of foreign cheese, that their products are being sold to experienced consumers as the imported article and the latter do not know the difference. One of the most successful makers of American Brie and Camembert cheese is Julien du Parc of Sidney, N. Y., whose "Fromagerie de L'Etoile" is well known to the trade. Du Parc learned the trade of cheese maker in France, where he still owns a factory. When he came to America a few years ago he at once took up the manufacture of the foreign brands of cheese with which his name had long been associated. He found a ready market for his product and his success led other cheese makers to follow his example. In 1902 du Parc made 19,572 pounds of cheese of which 4,872 were Brie and 14,700 Camembert. The largest manufacturer of Brie cheese in America is said to be F. X. Baumert & Co., of Antwerp, N. Y., whose annual product exceeds 300,000 pounds, and the next largest John Blumers of Harford, N. Y., who turns out 123,000 pounds.

Thus far all attempts to make good Roquefort cheese in the United States have been failures. The genuine comes from the dairies of Roquefort in the South of France and is made from pure sheep's milk which is said to be the richest of all milk in cream and nourishment.

Although our cheese makers have not yet been able to produce a satisfactory imitation of Roque-

fort they are still experimenting and may in time be successful.

Such is the present condition of the domestic production of popular brands of foreign cheese. Enough has already been said in this article to show that the time may have come when our local cheese makers need no longer hide their light under a bushel as the quality of their product compares favorably with the best that is made abroad.

Here is an industry that has a great future before it in the United States. The use of foreign brands of cheese is bound to increase rapidly from year to year. The manufacturers who will make the most money in the business will be those who make a judicious use of printers ink. They only need to make known their brands to secure for them great popularity.

Their first efforts should be directed to disabusing the public mind of the idea that these cheeses are "imitations." People, as a rule, steer clear of imitations—they don't want them. If they purchase them under false representations for the genuine articles and find they have been deceived they will never afterward be caught in the same trap. These cheeses are not imitations; they are the real article, made after the same processes as are employed abroad. They are an American and not a foreign product and are capable of winning favor on their own merit.

When the public is made to understand these facts through articles and advertisements printed in the daily newspapers and in the magazines the popularity of the domestic brands will be greatly increased.

The next step to be taken by the cheese-makers is to adopt a trademark and place it upon every package sent out from their factories. Let the trademark stand for high quality and uniform character of the product. Then let the public know about it in intelligently written ads. Discuss the whole cheese question in a convincing manner. Lay stress on

the fact that a sea voyage does not improve poor cheese wherever it is made, and that a foreign stamp is not always an indication of high quality.

INTERNATIONAL ADVERTISING AS IT MIGHT BE DONE.

The abolition of civil war and international strife, which in the last analysis are due, of course, to misunderstanding and ignorance, seems at present the noblest aim to which the advertiser may aspire. A heavily leaded statement by the Mikado, in the Russian newspapers, presenting his case in a manner moderate and conciliatory, as though he were the head of a railway company and Russia a nation of angry commuters, might have prevented war. A six-inch ad in the London Times giving the German Emperor's reasons for the necessity of increasing the German navy would do away with periodical eruptions of hostility in both countries. No one can say what effect might not be produced by the frequent appearance in the *Grazhdanin* or the *Novoye Vremya* of the following appeal, prominently featured: "For all ills of the body politic, for national disaffection, revolutionary disturbances, and dynastic anemia, use 'Zemstvo.'" Indeed, such is the spirit of toleration which animates the science of advertising that the Russian Social Democratic party might be permitted to state its case in small type, the broad borders of Trepoff's official proclamations, or on the white sides, even, of the Red Cross ambulances clearing the streets on the evening of January 22.

—N. Y. Post.

It is seldom that PRINTERS' INK receives so handsome a circular as the one issued by the John Schroeder Lumber Co., Milwaukee, Wis., advertising "Steel-Polished Perfection" hardwood flooring. On the outside fold, just underneath the words "When the Carpenter Drives the Last Nail," is a beautifully executed half-tone illustrating a carpenter's work-box. On an inner fold is the trademark of the flooring advertised. Inside are equally elegant half-tones showing the flooring boards as delivered from a truck into a handsome house, two carpenters laying a floor, and the fine polish on the finished floor in an adjoining room. The argument of the circular emphasizes the economy of paying a slightly higher price for flooring, which because of careful manufacture is exceptionally easy to lay and requires little or no finishing when laid; and a testimonial letter from a customer is reproduced as confirmation of these claims. There are three printings on a heavy, coated, egg-shell paper, the type running over the vignettes on the half-tones, and the general effect is so artistic that even one without interest in flooring drops the circular into the waste basket reluctantly.

Observations of the Exchange Editor.

MONTGOMERY, Ala.

The Montgomery (Ala.) *Advertiser* is a prosperous looking paper. The copy before me carries no advertising on the front page, and makes an excellent showing of both local and foreign business inside, so arranged that neither class detracts in the least from the other. It appears every morning, Sunday included, and also has a weekly issue on Friday. The publishers' statements to Rowell's American Newspaper Directory show an increase from year to year; the daily, from an average of 7,785 copies in 1900 to 11,489 in 1904; and the weekly, from 9,631 in 1900 to 16,209 in 1904. The *Advertiser* also has the gold marks (⊙⊙) the Directory symbol of quality.

DETROIT, Mich.

Of Detroit's nine dailies, six of which are evening papers the *Journal* ranks second in point of circulation, according to the 1905 issue of Rowell's Directory, with an average issue of 60,384 for 1904; and the publishers take space to say that the actual net daily sworn circulation for that year, deducting all exchanges, samples, spoiled, unsold and employees' copies, was 57,865. In its June 22 issue the popularity of the *Journal* is attested by nearly a page of "want" ads, and many large space display ads with a great and pleasing variety of typography. Conspicuous among the ads are those of The English Woolen Mills Co.; Wright, Kay & Co.; Traver-Bird Co.; Grinnell Bros.; The Cable Piano Co.; Partridge & Blackwell and Owen & Co.

GALVESTON, Tex.

Neither of Galveston's dailies, the *News* (morning) or the *Tribune* (evening) was inclined to inform the editor of the 1905 Directory what its average issue had been for 1904. In fact, the *News*, though distinguished by the Gold Marks (⊙⊙) awarded to those papers, which are valued more by advertisers for quality of circulation than for the mere number of copies printed, never has made a statement in accordance with the Directory requirements, but is accorded an "H" rating, or exceeding 2,250 for 1904. The *Tribune*, on the contrary, has made statement, every year, with two exceptions since 1895, showing for 1903 an average daily issue of 4,947 copies. The statement for 1904 failed to cover the issues for a full year and the editor of the Directory felt obliged to affix the letter rating "G," which still accords that paper a circulation exceeding 4,000. A copy of the *Tribune* dated June 20 indicates a very satisfactory volume of advertising, about equally divided between local and foreign business, with a generous "want" ad patronage.

WASHINGTON, Pa.

Few papers of its size make so good a showing of local business as the *Washington Reporter*, published every evening, except Sunday, at Washington, Pa. The ads are well written and attractively displayed and prosperity is quite apparent. It is, therefore, the more regrettable that, after making circulation statements to Rowell's American Newspaper Directory showing a substantial yearly increase from 2,700 in 1896 to 5,857 in 1902, and only 160 copies less in 1903, no statement was made covering 1904, and the Directory editor is forced to believe that a letter rating which stands for "exceeding 4,000" is now more nearly correct than the figures contained in the last signed statement.

BUTTE, Mont.

The Butte *Evening News*, being less than a year old when the 1905 issue of the Directory went to press, could not make a circulation statement covering a year's issue, but could and did take a half-page ad in the Rowell book to say that its circulation was 9,820 daily and to print a guarantee of the largest circulation in Butte—6,000. The *News* is a promising youngster, already bearing the ear-marks of prosperity, and it is expected to make a very creditable account of itself in the next, the 1906, issue of the Directory.

BUFFALO, N. Y.

That Buffalo's big advertisers think well of the *Evening Times* is clearly shown by a glance through the June 22 issue of that paper—Victor & Co., E. Klein & Co., Siegrist & Fraley, Walbridge's, Weed & Co., Bing & Nathan, J. M. Wilkinson & Co., The Kleinhaus Co., H. A. Mildrum Co., The Sweeney Co., The Liberty Co., J. N. Adam & Co., Berger's, Adam, Mildrum & Anderson Co.; The Messersmith Stores, Household Outfitting Co., and Wm. Hengerer Co., all are represented in spaces ranging from about 10 inches double column to more than half a page, and making in the aggregate a big volume of local business, without its page and a half of "want" ads. Of Buffalo's eight evening papers, the *Times* stands second in circulation, with an average daily issue for 1904 of 48,582 as stated to the 1905 Directory, the *Evening News* taking first place with a Guaranteed Star average of 88,457 copies for the same period. The *Commercial* (⊙⊙) (evening), and the *Morning Express* (⊙⊙), Buffalo's Gold Mark or "quality" papers, both declined to furnish the Directory with a statement covering 1904. The *Commercial* is rated "E," or exceeding 7,500, while the *Express* is accorded a "C" rating, which stands for exceeding 20,000.

A YOUNG OLD-TIMER.

The New York *Clipper* was first published in February, 1853.

Never leaving the hands of its present owners, it has been issued every week ever since.

Other publications that flourished before the Civil War—the New York *Ledger*, the Sunday *Mercury*, the *Spirit of the Times*, *The Continent* (all of which, excepting the *Ledger*, were, to a large extent theatrical publications), have passed away.

The *Clipper* is an instance of the survival of the fittest.

It has grown stronger, and its influence more powerful, with every year of its life.

The founder of the New York *Clipper* was Frank Queen—one of the "grand old men" of the publishing world, in the middle of the last century.

Frank Queen was of the truest type of American manhood. "Old-timers" delight in telling how many of the unfortunates of the profession had cause to bless the generous and unassuming goodness of this man, so faithfully their friend.

The present management of the *Clipper* is proud to follow, as closely as modern conditions will allow, not only the principles, but the business methods of its founder.

One of Frank Queen's traits, which has been perpetuated, was his belief in spot cash dealing. The *Clipper's* founder never kept a set of books, but paid currency down for every bit of material he purchased.

To-day the *Clipper* allows no account against it to run over Sunday, but cleans up each week's indebtedness as it goes.—Booklet from N. Y. *Clipper*.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

THE sworn average daily circulation of the Hornellsville, N. Y., MORNING TIMES for the past 10 months is 4,329 copies.

WANTED—Salesmen to handle our line of Advertising Novelties and Badges. Comm. ST. LOUIS BUTTON CO., St. Louis, Mo.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

NEWSPAPER WANTED—Experienced newspaper man, editor, desires to purchase small daily and weekly newspaper in one of the Southern States. Address "PAPER," care Printers' Ink.

WANTED—A young man to assist in the preparation of advertising copy for a mechanical journal of high standing. State age, experience and salary expected. Address "ASSISTANT," care of Printers' Ink, New York.

CONCERNING TYPE—A Cyclopedia of Every day Information for the Non-Printer Advertising Man; get "typewise"; 64 pp., 50c. postpaid; ag'ts wanted. A. S. CARNELL, 150 Nassau St., N. Y.

WANTED—Advertising manager for branch office of a large trade and technical journal; office established and prosperous for many years. Must be experienced, high-class man. Address "A. B.," care of Printers' Ink, New York.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

ADVERTISING—Wanted young man as assistant in the advertising department of a large manufacturing concern in New York City. Must be experienced in preparing ads for Trade Journals, making up printers' copy for catalogues and other printed matter, proof-reading, etc. A man experienced in handling a large detailed correspondence preferred. A good opportunity for a bright, hustling and competent man. Address in own handwriting, stating age, experience and salary required, "M. P. H.," care Printers' Ink.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$35 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 1467 Temple Court, New York.

TO ADVERTISING SOLICITORS.

We have an opening in several districts in Pennsylvania, New York, New Jersey and Maryland for an advertising solicitor whose time is not wholly occupied by his present work. To such a man, who is a good solicitor, and who can devote five or six hours each week to our work, we have a proposition to offer by which he can become the publisher of a local paper.

We require no investment of capital. Address "PROPOSITION," care of Printers' Ink.

WANTED.

Working foreman for job department of up-State newspaper. Must be good systematizer and able to do artistic composition. Union man; \$1,000. HAPGOODS, 309 Broadway, New York City.

ADVERTISING MANAGER

DESIRES NEW CONNECTION.

Now in sole charge of one of best-equipped advertising departments in U. S., employing seventy-five people. Twenty years in the business; experienced from the ground up in all things pertaining to selling goods through advertising. Thoroughly familiar with technical details, allied trades (printing, commercial art, cut-making, photography), also agency work, publishing, etc., and accustomed to handling big appropriations satisfactory to those who pay the bills. Don't know it all, but willing to learn—at my expense. Will make contract one or more years at \$6,000 to start, and am amply prepared to show you where you will get your money back, with interest. Address "Y. N. Y.," care of Printers' Ink, 10 Spruce St., New York.

COIN CARDS.

\$3 PER 1,000. Less for more any printing. \$3 THE COIN WRAPPER CO., Detroit, Mich. 1,000 for \$3. 10,000 \$30. Any printing. Aeme Coin Mallet Co., Ft. Madison, Ia.

TIN BOXES.

IF you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots at very low prices, too. We are the folks who make the tin boxes for Cascarets, Hovlers, Vaseline, Sanitol, Dr. Charles Flish Food, New-Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

ILLUSTRATORS.



A brainy business-bringing idea from the breezy west

Introduce them in your "follow-up" and notice increased returns. Write on your office stationery for specimens and particulars.

WARD & DELAY,

(Originators of Illustrated Letters)

46 Dearborn St., Chicago, Ill.

HOUSE-TO-HOUSE DISTRIBUTION.

MOLTON'S National House-to-House Distributing Service enables advertisers to place their printed matter into the homes of the people residing in the rural districts, covering thousands of small towns, villages and hamlets, which are seldom covered thoroughly by any other line of advertising. Service is guaranteed; results are sure to be satisfactory, especially during the warm months. Write now for particulars.

WILL A. MOLTON,
National Advertising Distributor,
443 St. Clair Street,
Cleveland, Ohio.

CARD INDEX SUPPLIES.

THAT'S all we make. Our prices are right. Sample sets and prices upon request. STANDARD INDEX CARD COMPANY, Bittenhouse Bldg., Phila.

DISTRIBUTING

DISTRIBUTING through the agency of the Bernard Advertising Service in Ala., Ga., Miss., N. C. and S. C., was tested five years ago by a trial order for distribution in 62 Ga. towns by the Pinkham Medicine Co.; now their books are distributed semi-annually throughout the Southeast by the Bernard Agency. You can learn the particulars from CHAS. BERNARD, Savannah, Ga.

MAIL ORDER.

MAIL-ORDER CATALOGUES delivered directly to consumer, farmer and housewife at postal or express rates. Delivery accounted for. Names listed. Special information collected from each address. Reference furnished. (Indiana for 1905.) TINKHAM'S CENSUS BUREAU, Crown Point, Indiana.

MAIL-ORDER ADVERTISING—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR DISTRIBUTORS' DIRECTORY will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. NATIONAL ADVERTISING CO., 709 Oakland Bank Building, Chicago.

FOR SALE.

A \$20 Advertising Course for \$1. I have secured a number of sets of Lessons of the Merchants' School of Advertising that I will sell at \$1 the set of 30 Lessons. A. E. EDGAR, Box 337 Windsor, Ontario.

PATENTS.

WILL buy patent on good washing machine or other good article or manufacture on royalty. W. R. MUNGER, 423 Francis St., St. Joseph, Mo.

PUBLISHING BUSINESS OPPORTUNITIES.

IT is this way.

I often offer magazines and trade papers

At very attractive prices.

Have some of that kind now

At prices from \$200 to \$100,000 and up.

But after all, if you intend

Entering the periodical publishing business,

The better way to proceed

Is to advise me of your desires

As nearly as you have formulated them,

And let me help you study the question

Of getting the best thing for you.

Cost is important, but it is not all,

Nor is it the most important.

As a man would not buy a house lot

Merely because it is nominally cheap,

Neither would he buy some papers at any price.

I seek to satisfy my customers,

And if I did not succeed,

The big publisher would not repeatedly

Buy through me.

Periodical publishing is a good business,

And never was there a better time than now

To enter upon it.

I am biased in favor of

Selling you the best thing for you.

And I am in a position to know

What is available and the values.

Better call in or write.

EMERSON F. HARRIS,
Broker in Publishing Property,
433 Broadway, New York.

ADVERTISING AGENCIES.

O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advertising exclusively.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

DOREMUS & CO., Advertising Agents, 44 Broad St., N. Y. Private wires, Boston, Phila., etc.

THE H. I. INGLAND ADVERTISING AGENCY Handles but one business of a kind. 225 Chestnut Street, Philadelphia.

CURTIS-NEWHALL CO. Established 1885. Los Angeles, California, U. S. A. Newspaper, magazine, trade paper advertising.

PIONEER ADVERTISING CO., Honolulu—Cosmopolitan population makes our six years' experience valuable. Newspapers, billboards, walls, distributing, mailing lists.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1873. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

It's surprising how much can be done in Canada with a few papers well chosen and used to best advantage. We solicit correspondence. **THE DESBARATS ADVERTISING AGENCY**, Ltd., Montreal.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

We print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR Ptg. CO.**, 614 Main St., Cincinnati, O.

ADVERTISING MEDIA.

10 CENTS per line for advertising in **THE JUNIOR**, Bethlehem, Pa.

THE BEE, Danville, Va. Only evening paper in field. Average circ'n. 2,384. Rates low.

ADVERTISERS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

HARDWARE DEALERS' MAGAZINE Circulation 17,500 (600). 253 Broadway, New York.

THE EVANGEL. Scranton, Pa. Thirteenth year; 30c. agate line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

TROY, Ohio, has 6,000 people; 4,000 more live on its six rural routes. **The Record**, only daily, reaches 7,000 of them. Minimum rate, 4c. inch, net, plates; typesetting, 5c. inch.

CRABTREE'S CHATTANOOGA PRESS, Chattanooga, Tenn., \$2,132 circulation guaranteed, proven; 800,000 readers. Best medium south for mail-order and general advertising. Rate, 15 cents a line for keyed ads. No proof, no pay.

PAPER.

BASSETT & SUTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (600). 253 Broadway, New York

ADVERTISING.

JOHN CUTLER, WRITER OF ADVERTISING. Box 2313, Boston, Mass.

PRINTING.

PRINTING at reasonable prices. **MERIT PRESS**, Bethlehem, Pa.

CEDAR CHESTS.

MOOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. **FIEDMONT FURNITURE CO.**, Statesville, N. C.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 33d issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

POST CARDS.

HALF TONES made from photographs of hotels, local views, business buildings, etc., suitable for printing on post cards. Also print post cards. Prices and samples furnished. **STANDARD**, 61 Ann St., N. Y.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO.**, 29 Murray St., New York. 1310 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO., 123 Liberty St., New York.

BOOKS.

PATENTS THAT PROTECT—72-p. book mailed free. **H. S. & A. B. LACEY**, Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

ELECTROTYPERS.

We make the electrotypes for **PRINTERS' INK**. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CRAWFORD & CALDER**, 45 Rose St., New York.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (600). 253 Broadway, New York.

HALF-TONES.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.50. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each, cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. **P. O. Box 815**, Philadelphia, Pa.

HELP WANTED—MALE.

WANTED.

Man under 35, experienced in estimating for three color printing; \$900. **HAP-GOODS**, 309 Broadway, New York City.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 233 Broadway, New York.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engrossing, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 245 B'way, N. Y.

MAILING MACHINES.

THE DICK MATCHLESS MAILER. lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 173 Vermont St., Buffalo, N. Y.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

special prices to cash buyers.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 55 River Street, Chicago, writes advertising—your way—his way.

A DVT. WRITING—nothing more.

Been at it 14 years.

JED SCARBORO,
537a Halsey St., Brooklyn, N. Y.

TO THE PROGRESSIVE
If you believe in really vital advertising matter samples of my work would doubtless interest you—at any rate it would cost you nothing and commit you to nothing should you ask that they be sent you. Of course as new clients are the constant result of such opportunities to show my unusualness in advertising matters I'm constantly looking for them. I make circulars, folders, price-lists, catalogues, trade primers, circular letters, announcements, mailing cards, booklets, notices, newspaper, periodical and trade journal advertisements, etc., etc.—all of these with "peculiarities" of their own.

No. 43. FRANCIS I. MAULE, 402 Sansom St., Phila.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 233 Broadway, New York.

"REAL ESTATE." Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

ADVERTISING NOVELTIES.

AGENTS wanted to sell ad novelties, 25¢ com. 3 samples, 10¢. J. C. KENYON, Owego, N. Y.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

Color Barometers. The latest novelty. Can be mailed in 6½ envelope, penny postage. \$35 per 1,000, including imprint. Send 10¢ for sample. FINK & SON, 5th, above Chestnut, Philadelphia.

FRANKLYN HOBBS
"HIMSELF"

Will Use No Other

Your inks have given splendid satisfaction and we will use no other in the future.

"News," Fort Pierce, Fla.

Your ink was all right and we do not require any more at present, but shall get it from you when we need it.

McMANUS & Co., Fredericton, N. B.

Your inks were all O. K. and we will be glad at any time we can use anything in your line to give you the order.

KEYSTONE PRINTING & PUB'G Co., Warren, Pa.

Send for a copy of my price list and compare it with the prices charged by my competitors for inks on credit. You run no risk when sending me an order, for if the goods are not to your liking the money will be refunded along with the cost of transportation. Address

PRINTERS INK JONSON,

17 Spruce Street,

New York.

COMMERCIAL ART CRITICISM

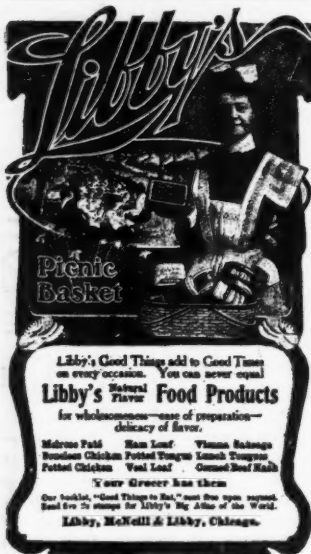
BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

Libby's good things hardly have a good show in the quarter page magazine advertisement reproduced here and marked No. 1. The young woman with the basket is almost entirely lost in her surroundings, although it is evident, even in this poor reproduction, that if she were given an opportunity she would be quite pleasant to look upon. The at-

treatment of this idea, as portrayed in No. 2, is obviously a vast improvement.

* * *

Few people would like to confess that they remember the time when this Rough on Rats picture did not appear at stated intervals in the newspapers. Recently this advertisement has been treated to a coat of black insofar as the fig-



No. 1

tempt to introduce in this little advertisement the picnic scene, enclosed in the oval, was certainly ill-judged. It would have been bad judgment even in a full-page advertisement, for the reason that it is a picture in itself, and possibly would have been a good illustration for this advertisement if used alone. In this combination, however, it is a great many degrees worse than useless. The



No. 2

ures introduced are concerned, and it now makes its appearance with the further adornment of a black border. These are certainly remarkable innovations for an advertiser so conservative as this one is. It is useless to say that this picture borders on the ridiculous; that the drawing is crude and the advertisement, as a whole, belong to another period and has no business in the news-

A Summer Suggestion To Manufacturers.

Summer is an excellent time to prepare plans, designs, copy and plates for next year's advertising. There is plenty of time to work out the right plan and make sure that every design and every piece of copy is as good as it can be made.

If you put off the preparation of your advertising until you are ready to use it the result is too likely to be ill-judged, disconnected and unworthy of your product.

We are now preparing series of magazine and newspaper advertisements for next season for a number of leading American advertisers, and want more of this class of work. We have the very best of facilities, and if you entrust the preparation of a series of advertisements to us you will get—

Plans and ideas of strength and originality.

Artistic and beautifully executed drawings.

And convincing copy that will sell goods.

Why not take this matter up with us right away?

THE GEORGE ETHRIDGE COMPANY,

Thirty-three Union Square, New York City.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

CHAS. KAUFMAN & BROS.,
Makers of Men's Fine Clothing,
202-204 Market St., Chicago.

Editor Ready Made Department:

I am very desirous of receiving your comment and criticism on the inclosed copies, which are a series of advertisements we are placing for our dealers throughout the West, Northwest and Central States. As this copy represents my first attempt in this direction, I would highly appreciate your views on the strength of copy, and general make up.

I have endeavored as far as possible to make these clothing ads as attractive, yet as simple as I could.

Would be pleased to know if you think these ads will convince the reader that it is to his best interest to buy our clothing.

Thanking you kindly for the attention I am sure you will give this copy, and assuring you that your criticisms will be highly valued by me, I am

Yours very truly,

GEO. L. LOUIS,
Advertising Manager.

The proof-sheet with this letter shows eight 5-inch triple-column ads of more than ordinary excellence in illustrations and display, the cut in each case occupying nearly half the space and showing one or two well-groomed young men, or a man and a woman, in easy, natural poses, that contrast strongly and most favorably with the "wooden," dummy-like figures so commonly found in clothing ads. Mr. Louis may well be satisfied with his first attempt and the dealer who sells the Kaufman line ought to be very glad of the assistance which this series of ads is sure to give him.

The only suggestion I care to offer is that a few ads be added to the series, taking up and describing in each the line that is offered at a certain price. I know, of course, that not every dealer handling the Kaufman line will stock every number, but I believe that provision should be made in some way for advertising a certain suit or line of suits at a certain price, with details of fabric, and finish, making and color. Here are two of the Kaufman ads:

THE FIRST IMPRESSION

is the making or breaking of many a man both in business and society.

When you stop to think that your head, hands and feet are the only portions of your body that are not covered by your suit, you will realize the importance of wearing good clothes at all times.

If you wear the guaranteed, hand-tailored Kaufman Garment the first impression you create will always be friendly and favorable.

The moderate price of these popular clothes, is one of their very strong features.

The guarantee on each Kaufman Garment—satisfaction or your money back—is another item not to be overlooked.

\$10 to \$25

"CAMPUS TOGS"

Swagger, Graceful Clothes For Young Men.

These clothes have that snap and swing to them so eagerly sought for by the young fellows.

They are fashioned in the very nobbiest, most exclusive styles. They have a character and individuality that stamps them as "something different from the other fellows."

Note the broad shoulder effect; note the graceful draping of the coat; note the loose, roomy trousers.

When we state that these dressy clothes are tailored by the makers of the reliable Kaufman Garment you need no further guarantee as to style, fit and workmanship.

We are showing these popular clothes in all the newest patterns of stripes, checks and fancy mixtures.

\$10 to \$25

A Plaintive and Far Reaching Cry for Help.

Wanted—A Girl

For weeks we have advertised and searched in vain for a girl to do general housework. Our children sick, and unless Mrs. Williams soon gets relief and rest she will be down. She must have help; will not some of our friends look about them for a girl? girl 12 to 15 years of age would be some help if older cannot be secured. Steady position, good wages, no washing. White or colored. Telephone 19.

BRICE WILLIAMS.

COLE-OSBORNE COMPANY.

Advertising Service.

Publishers of the *Whitman Advertiser*.

WHITMAN, Mass.

Editor Ready Made Department:

We inclose some specimen ads which we have written for our advertisers.

Should you consider them worthy and feel that they will aid your readers kindly publish them.

We owe considerable inspiration to our weekly perusal of **PRINTERS' INK** which is as much a fixture in our office as the typewriter.

Yours truly,

COLE-OSBORNE CO.

I believe that the three ads here reproduced are the best of the lot submitted with this letter, for while the others are good, they are too general in tone and in nearly every case lack the prices which are so essential in most retail advertising. It seems very probable that even the excellent ad of Mr. Adams, as reproduced below, would have been strengthened considerably if some idea had been given as to the cost of the service he offers. The Cole-Osborne Co. is certainly doing good work for advertisers who use its paper, the *Whitman Advertiser*, Whitman, Mass., and is sure to reap the benefits that come to every publisher who, after selling his space, helps the advertiser to make profitable use of it. The *Whitman Advertiser* is not catalogued in Rowell's American Newspaper Directory for 1905, from which I judge that it is either a new publication, less than one year old, or is not issued at regular intervals. I should like to see a copy occasionally if the ads just submitted are fair examples of those which appear in other issues.

I'M LOOKING FOR DULL LAWN MOWERS.

Every one I get I take all apart, clean each piece thoroughly with kerosene, and grind the cutting apparatus with my special machine. I have recently added several improvements to this, so that I can now obtain results that have before been considered impossible. When I get through with your mower it will run as smooth as a watch and cut like a pair of shears. If you want my kind of work, drop me a postal. I'll call for your machine, clean, grind and return it.

LEWIS T. ADAMS,

Whitman, Mass.

A SPECIAL BARGAIN FOR JUNE.

On the four Mondays in June we shall give you two of our high-grade Cabinet Photos for only 50 cents. Come day or evening, the new light makes night like day.

This reminds us that we are turning out some beautiful work by the use of this light. Glad to show you specimens if you will call.

Remember, 4 June Mondays, 2 Photos 50 cents, day or evening.

WHITMAN PHOTO STUDIO,

Whitman, Mass.

A GOOD TIMEKEEPER FOR \$8.50.

We're having quite a sale on this watch—it has proved eminently satisfactory to a great number of people who want a moderate priced timekeeper. It has all the appearance of a high-grade chronometer, and we will guarantee the works to be all right. Here are the details:

Seven-jeweled American movement, 20-year gold-filled case, \$8.50.

We do all kinds of watch repairing.

Jeweler—A. C. TUCKER—Optician
South Avenue, Whitman, Mass.

Nogales' Notion of What Constitutes Good Advertising, as Shown By a Recent Copy of The Oasis, Nogales, Ariz. Not for Emulation, Just for a Moment's Diversion.

**Commenced Work
Very Young**

A woman was testifying in behalf of her son and swore "that he had worked on a farm ever since he was born." The lawyer who cross-examined her said: "You assert that your son worked on the farm ever since he was born?" "I do." "What did he do the first year?" "He Milked." He probably would not have been on trial if he had been given Red Cross Milk which you can buy at the South-western Commercial Co., for \$1.25 per dozen.

Catering to the "Beauts" of Butte.
From the Butte (Mont.) Evening News.

**With Elbow
Sleeves**

Bracelets are always in order. We have new things in solid gold that are very swell, ranging in value from \$20 to \$100; also pretty things in gold plate form. \$3 Upwards.

HIGHT & FAIRFIELD
COMPANY,
Butte, Mont.

GEORGE V. VENABLE & Co.,
Real Estate Agents, Auctioneers and
Rental Brokers, Insurance.

211 Eighth Street,
LYNCHBURG, Va., May 20, 1905.
Editor Ready Made Department:

We inclose one of our real estate advertisements, and would like to have your criticism of same, either by letter or in your "Ready Made" department in PRINTERS' INK.

The writer has been a subscriber to your valuable paper for about six months and would not be without it for several times its cost.

Yours very truly,
GEO. V. VENABLE.

The ad referred to, here reproduced, is a very good example of a small space well used. There is no attempt to be funny or adsmithish; it's just a plain, brief description of the property offered for sale, and the display lines tell enough of the story to stop any man who has in mind to buy such a farm. Even the price is there to save the time of the man who doesn't want to pay that price, and to facilitate the sale to the man who does.

DO YOU WANT

A Nice Truck, Dairy or Chicken Farm?

We have 32½ Acres in West Lynchburg, 1½ miles from town. Five Room Dwelling, Fruit, Lot of Good Branch Flat. Site for handsome residence, on main road.

Cheap, at \$2,000.

GEO. V. VENABLE & CO.,
211 Eighth St., Lynchburg, Va.

Good Idea for a Laundry, but "Let Us Do the Hard Part" or Something of the Sort Would Have Made a Stronger Head.

9.30

Every woman who does her own washing will be glad to learn that Morton Bros. have introduced a new department in their laundry, which is the taking of a dozen of the largest flat pieces of the wash, and making a reasonable price on them, so that it is economy in health and strength to have them do the hard part of the wash. Calls and deliveries made anywhere in the city. Office closes Saturday evenings at 9.30.

MORTON BROS. LAUNDRY,
Postoffice Square,
Taunton, Mass.

Here's a Good Bakery Ad From the Louisville (Ky.) Times. Every Baker Ought to Take Advantage of the Hot Weather and Point Out How Much Cheaper and Better It Is to Buy Cake Than to Use Up Coal and Add to the Discomfort of the Weather by Home Baking.

Cake News

Ever eat cake and never get enough? Our cakes are just such kind. We bake more each week, yet they all go—never any left. If you haven't sampled these cakes you are missing a delicious cake treat. All made in our own sanitary bakery by expert bakers. Our special this week.

Friday and Saturday—Fig Layer Cake, 25c. each.

Made in three layers; rich fig filling; fig icing; sure to be liked. We'll also have a full line of our 35c. and 50c. layer cakes.

Another suggestion: Home made Bread—6 loaves 25c. Rolls 10c. a dozen. Always fresh. Always best.

The Bake Shop

A. BUTTON & SON,

Louisville, Ky.

It is Often Good Business to Advertise Something That is Not in Common Demand or Commonly Found in Other Stores, Just to Show the Wide Range of the Stock.

The Extreme

Even the extraordinary Oxfords may be had here at the Maker's Price, \$4.

This extreme, but certainly beautiful, Oxford may be had in white suede, dull finish kidskin or patent coltskin at \$4.

It can be had nowhere else in the city that we know of, except perhaps in a few odd sizes or to order in "exclusive" stores, where the price would be from \$7 to \$10.

The heels are 2½ inches high, and many people do not approve of them. It illustrates, however, the possibilities to customers in a store like Crystal Corner, where even the extreme styles may be had in all widths and sizes, at the maker-price.

P. T. HALLAHAN,
Crystal Corner,
Northwest Corner Eighth
and Filbert,
Philadelphia, Pa.

If This Suggestion Has Ever Been Made Before, I Haven't Seen It. This Man Stafford Certainly Has Some Original Notions About Advertising.

A Sensible Wedding Present

is what you are looking for for your friend who is about to be married. Why not give him a Fire Insurance Policy on his home or Burglary Insurance to protect the presents and other valuables?

Anyone would appreciate a gift of this kind and you could hardly invest a small amount of money to better advantage.

Fire insurance in most parts of the city costs \$6 a thousand for five years. Burglary, \$12.50 for the first thousand, and \$5 for each additional thousand.

Think it over and then talk with me about my original plan for taking care of the details.

H. E. STAFFORD,
Providence, R. I.

There Doesn't Seem to be Anything the Matter With This Clothing Ad From the Washington (Pa.) Reporter. Unless it is That It Didn't Begin With That Happy Line About "He Who Works and Runs Away," etc.

Your Outing

He who works and runs away, will live to work another day.

Runaway time is now, runaway traps are here.

The vacation season's here and we would like to check you through to outing comfort without excess price.

Outing Suits of Flannel, hardy Homespuns and Serges, single and double-breasted, skeleton Sacks—\$7.50 to \$18.

Up-to-Date Traveling Suits—\$10.00 to \$25.

From blue and black serges, chevrot overplaid, outing stripe effects, etc.

Panama and Straw Hats—1 to \$5.

Negligee Shirts—Good-better-best, 50c. to \$2.50.

Outing belts, Summer ties, thin underwear, fancy hose; cool fixings galore.

WERTHEIMER & CO.,
Washington, Pa.

A Good and Timely One from the Montgomery (Ala.) Advertiser.

Thin Suits \$9.85

Values all the way up to \$15—none of them worth less than \$12. They're yours for \$9.85—take your pick. Swell business—pretty patterns—good goods—made up well—and a big bargain. Won't hurt you to look—a look's free. Come by and have a try-on if you will. It's a cinch we'll trade.

I. LEVYSTEIN,
Montgomery, Ala.

This Ad From the Detroit (Mich.) Journal is All Right, But, in the Original, the Display of "Automobile Clocks" and "\$35 to \$75," the Prices of Lunch Baskets, Conveyed the Impression That the Clocks Were \$35 to \$75.

Automobile Clocks

in many styles and covering a range of prices, from \$10 to \$40.

Auto Lunch Baskets, English wicker and fitted to accommodate from two to eight persons—

\$35 to \$75.

Monograms for automobiles receive special attention. Designs and prices furnished on application.

WRIGHT, KAY & CO.,
Detroit, Mich.

"You Can't Deny the Fact" That This Would Have Been a Better Ad if it Had Started Right Off With "Our Cotton Lined and Rubber Hose," etc., and Cut Out the Meaningless Words That Now Form the Headlines. Otherwise This Ad From the Galveston (Tex.) Tribune is Very Good.

You Can't Deny the Fact

That our Cotton Lined and Rubber Hose at 8c. a foot to 20c. is the best Hose on the market for the price.

We warrant every foot and earnestly ask our customers to return each and every piece that is not satisfactory.

Let us show you our sample of Builders' Hardware. Our stock of Butchers' Supplies complete.

BODDEKER & LYONS,
Galveston, Tex.

Duplicate.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY



New York City, *June 27, 1905*

RECEIVED of the Publisher of *Press, Philadelphia, Pa.*

One Hundred Dollars

for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY,

\$100.00

Geo. F. Ford Manager,
Publishers of Rowell's American Newspaper Directory.

The absolute ownership of a circulation rating is a valuable asset to a newspaper. It is the only reliable basis for the determination of the value of a newspaper. The Publishers' Ink Publishing Company, in its American Newspaper Directory, has secured the cooperation of the publishers of the newspapers of the United States, and has secured the circulation statements of each and every newspaper. The Directory is published by the Publishers' Ink Publishing Company, and is the only reliable basis for the determination of the value of a newspaper.

EL PASO DAILY HERALD.

HERALD NEWS CO., Publishers.

Most important general newspaper between Denver and the City of Mexico.

Established 1881.

El Paso, Texas, June 17, 1905.

CHAS. J. ZINGG,

10 Spruce Street, New York.

Dear Sir:

Publishers throughout the country will unite in commending you for the determined stand you have taken in clearing Rowell's American Newspaper Directory of trade propositions and of all suggestions of mercenary influence. A directory absolutely above suspicion upon these two points must have immeasurably greater value for the general advertiser.

Your 'platform' sounds like good business, and we trust that it may be a step in the direction of having such a directory recognized officially by the Advertisers' Associations of the country at large.

Very truly yours,

THE HERALD NEWS COMPANY.

J. C. Wilmarth, Mgr.